

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, APRIL 2, 1890.

NO. 25.

The Secret

of profitable Newspaper Advertising is in the use of the

RIGHT matter, displayed in the
RIGHT way, inserted in the
RIGHT newspapers, at the
RIGHT time, in the
RIGHT territory, and at the
RIGHT price.

We aim to secure all these for our customers—many of them say we have been successful, and that therefore their advertising has been profitable.

A Man's Best Work

can only be given when he is put in a position where he can use his knowledge and facilities to the best advantage. It will pay any advertiser to select an *honest, capable Advertising Agent* and put him in this position.

Some advertisers look only at *apparent* cost and frequently lose much more than they thought they were saving.

N. W. AYER & SON,

Newspaper Advertising Agents,

Times Building.

PHILADELPHIA.

Cost and Result.

The manager of a large firm in this city wished to place a sample of their goods in the homes of cultivated people all over the country. He advertised a small implement for letter writers' use to be sent by mail for a few cents. The card was about fourteen agate lines, but varied a few lines, and appeared in the following journals with the following results:

<i>Paper</i>	<i>Cost of Advertisement.</i>	<i>Number of Answers.</i>	<i>Am't of Money Received.</i>
Ladies' Home Journal,	\$28.00	1318	\$73.08
Harper's Magazine,	23.00	432	25.22
Youth's Companion,	26.60	381	23.20
Postal Guide,	10.50	182	10.90
Chataquan, The	5.60	187	11.20
Harper's Young People,	5.00	138	8.28
" Weekly,	14.00	118	7.08
" Bazar,	12.60	191	11.46
Leslie's Popular Monthly,	10.00	146	8.72
Outing,	5.00	82	4.92
Atlantic,	8.07	79	4.74
Cosmopolitan,	6.00	81	4.92
Lippincott's	8.00	77	5.22
North American Review,	5.60	44	2.64
The Forum,	3.75	34	2.00
Wide Awake,	6.50	41	2.66
Sunday-School Times,	8.40	93	5.58
New York Observer,	4.50	59	3.12
The Critic,	1.75	46	3.12
Congregationalist,	2.80	23	1.38
Christian Advocate,	3.10	17	1.08
Evangelist,	2.10	13	.78
Christian Union,	2.10	11	.72

We find the above in the March issue of "Art in Advertising" of New York. We do not know the writer, but would call the attention of high class advertisers to the fact that while the **LADIES' HOME JOURNAL** space costs more money than other leading mediums, the results, as indicated above, are three times the number of responses, above the next highest on the list. From the **LADIES' HOME JOURNAL** the advertiser received in cash remittances, \$73.08 from an expenditure of \$28 while the next two mediums brought but a trifle over the cost of the advertisement.

CURTIS PUBLISHING COMPANY.
PHILADELPHIA, PA.

PRINTERS' INK.

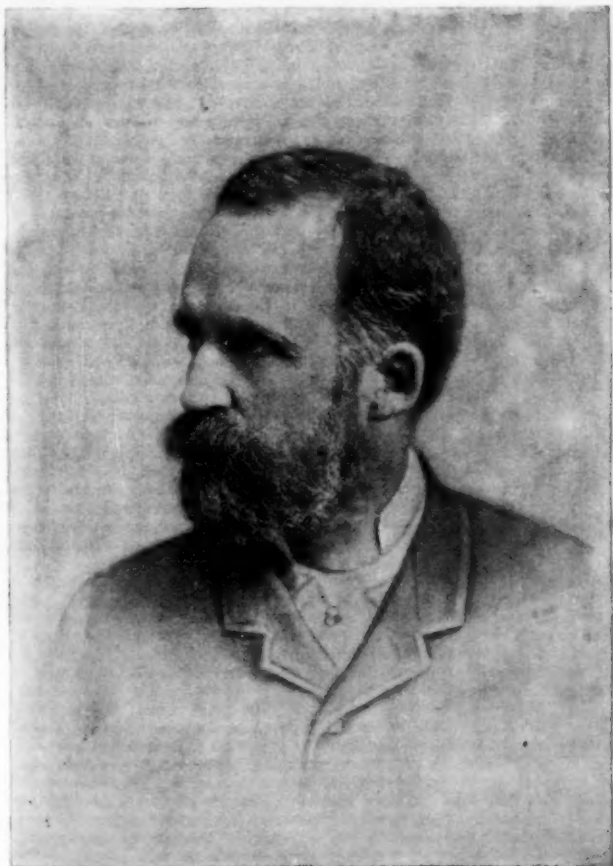
A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, APRIL 2, 1890.

No 25.



Ans. P. Rowell.

GEO. P. ROWELL & CO.

[FROM "THE JOURNALIST,"]

Twenty-five years ago this very week, in a back office—rent \$150 a year—up two flights of stairs, over a liquor store, in Congress street, Boston, the firm of George P. Rowell & Co., advertising agents, commenced business.

Mr. Rowell had served a seven years' apprenticeship in the counting room of the *Boston Post*, and then, at the age of twenty-six, having accumulated a net indebtedness, over all assets, of two thousand dollars, threw up his situation and a salary of eighteen dollars a week to enter upon a business of which he had little knowledge and no experience. His partner, Mr. Horace Dodd, had not even the advantage of a newspaper office training. To him, solid, leaded, display, electrotype, agate and nonpareil were unknown terms. Such a thing as a list of newspapers published in the United States was not then accessible to the public. A few experienced advertisers, some of whom spent as much as ten thousand dollars a year, had jealously guarded catalogues which had been compiled with care, and S. R. Niles, S. M. Pettengill & Co., Evans & Lincoln, Joy, Coe & Co. and Cook, Coburn & Mack had lists more or less complete at the agencies conducted by them in Boston, New York, Philadelphia and Chicago. Such a list of newspapers was at that time one of the most valuable assets of an advertising agency. It was claimed that an advertiser then must go to one of the agencies, since he could not in any other way find out what papers were published. Shortly after putting out the sign and issuing with much care and hesitation a circular, which involved an outlay of six dollars, the new firm received an application from Scranton & Burr, subscription book publishers at Hartford, for information about the cost of advertising in New Brunswick and Nova Scotia. Neither Rowell nor Dodd knew so much as the name of a single paper in either of the two Provinces; but not being pressed with business they had time to seek the needed information. Visits were paid to the Boston newspaper offices for lists of their exchanges from these regions. Boston at that time abounded in printers from the Provinces, "bluenoses" they were called. Where did you come

from? What paper did your father take? Do you remember any other paper? Was it printed daily or weekly? In twenty-four hours a list had been prepared and a price given. Nothing is such a stumbling-block to a new advertising agent as a card of rates, and this embarrassment these embryo agents escaped. The order was received and was sent out. Back it came from many. Some papers were dead. Some had changed names, consolidated or changed from a weekly to a daily, or *vice versa*. Others were so unnewspaperlike as to want payment before doing work for unknown parties; finally, however, the application for agents to sell the "History of Methodism," or was it, "Beyond the Mississippi," had been inserted in a good many papers, and by taking care to charge the advertiser enough and not to offer to pay the publisher too much, there was a handsome profit; provided Messrs. Scranton & Burr should fail to notice that the list of papers named on the bill bore scarcely so much relation to the list named in the estimate as the class of a missionary Sunday-school in July does to the same school catalogue made up the preceding Christmas time. The bill was made out with doubt and misgiving. Rowell and Dodd went together to the post-office to mail the all-important document. And then they waited! Fortunately, the book was a success; the publishers made money, and by return mail came a check in full payment for the bill, and for many years Scranton & Burr, who had separated and afterwards conducted different houses, were among the most constant and valued patrons of this youngest advertising agency.

It was a practice in the office, whenever the name of a newspaper was noticed in an exchange, as in cases where credit was given for an article or item, to note the name in a book for future reference. Finally, a list of newspapers for a single State was compiled and printed, and sent to all the papers named upon it, and each publisher was asked to return it with corrections. In this way, as time went on, the firm finally became possessed of the names of about three thousand papers in the United States and Canada.

When the business was inaugurated a novel scheme was conceived and worked out. The plan was to bargain with a hundred papers in New England, another hundred in New York,

and so on for other sections, for a column of space to be used by the year, and peddled out to advertisers who should pay a hundred dollars for an inch to be inserted in the whole lot for a month. The alliteration, a hundred dollars for a hundred papers, had a certain charm; and as the average charge of the papers for inserting an inch a month was about \$2.50 each, the price seemed low enough. There was the additional advantage that what was sold for a hundred cost only about thirty-five dollars, so that if sometimes only half the space could be sold there was still a modicum of profit. So well did this plan work that, while established agents were unable to compete with the new scheme, the first year's transactions of the new agency showed a net profit, after all expenses were paid, of \$10,000, on a gross business of only \$27,000.

It was soon noticed that the headquarters of advertising was New York. Mr. Rowell could canvass Boston for a week, and most of the people whom he saw would ask him to come again, while he could go to New York for two days and bring back a hat full of orders. It was but natural, therefore, that he should turn his thoughts to New York. He engaged an office in the New York *Times* building in April, 1867. In that year Mr. Charles N. Kent became, and has ever since been, associated with him in business. Mr. Dodd remained in Boston, and still conducts a successful agency there. In 1869 the American Newspaper Directory was issued, and then for the first time everybody had access to a complete list of newspapers. The number of newspapers in that first edition was about 5,000. In 1890 it has increased to 17,760. In the preface of the first edition of the Directory there appeared this paragraph:

A gentleman of our acquaintance, shortly after the close of the late war, secured a list of papers in the Southern States, compiled with considerable accuracy, and this was regarded as of so much value by advertisers that single copies were without difficulty sold for the sum of \$150.

The American Newspaper Directory has opened a means of communication between advertisers and publishers such as did not before exist, and has resulted in securing for papers of all classes a very considerable increase of advertising patronage over what they would otherwise have obtained. True, its circulation ratings are sometimes censured,

but as years go by the book becomes more and more a recognized authority and its publishers find that each year the complaints grow less, chiefly because publishers of newspapers begin to recognize the value and importance to themselves of the work, and now take pains to send in their reports of circulation, and thus secure a rating which is both satisfactory and reliable.

In 1870 Rowell & Co. bought out the business of John Hooper, the pioneer advertising agent, in New York. Mr. Rowell was original in his methods and never having had any training in an advertising agency, he invented the plans of conducting the business, and these were conceived with such good judgment that the methods which have prevailed in his office have been gradually adopted by all the successful agencies of the country. It used to be the custom to make a written contract with every advertiser, naming the papers and the price. It was desirable to charge the advertiser as much as possible and pay the paper as little. Publishers soon perceived that the agent had bound himself by a contract, and that to obtain a big price all that was necessary was to demand it and stick to it. Instances were not uncommon that a local paper, with eight hundred weekly issue, would be paid ten cents a line for a twenty-line reading notice to be inserted a year (one hundred and four dollars), while another paper, a better one in the next town, would willingly do the work for less than a quarter of the amount. Observing this dangerous tendency, Rowell & Co. adopted the rule of never contracting to sell what had not been bought. This resulted in material advantage to the advertiser, and although it reduced the profits of the agent it made the business safer—eliminated from it the element of speculation. On one occasion, after buying out Hooper & Co., old Mr. Hooper brought in an application for prices from a Wall street house. It was made up for him in the usual way and amounted to a little more than \$600. Mr. Hooper, as honest a man as ever lived, positively turned pale as he saw it.

"Why," said he, "I have been repeating that order for substantially the same papers month after month, for two years, at \$2,000 a month, and the firm owes me to-day nearly \$30,000. If that estimate goes in I shall never get my pay!"

Under such circumstances Mr. Hooper was allowed to make up his own estimate, and the order was forwarded at the old prices. Mr. Hooper finally collected all that was due him, and the Wall street house soon after failed.

In 1876 Rowell & Co. invested about \$25,000 in making an exhibit of newspapers at the Philadelphia Centennial Exhibition. Eight men were kept there throughout the entire six months which the show was open. Every newspaper in the country was on file there, and the visitor from the most remote region could step in and see his home paper. All of these papers were contributed to the exhibition by the publishers without charge. The number of newspapers then published in the United States was 8,129, now the number is more than twice as great.

The London *Times* said of this exhibition:

AMERICAN JOURNALISM.

[FROM OUR SPECIAL CORRESPONDENT.]

PHILADELPHIA, July 10.—I have frequently had occasion to notice the big way in which the Americans do things, and I do not know that it would be easy to find an apter illustration of it than that furnished by the "Centennial Newspaper Building," in the Exhibition grounds. Here you may see any one, or, if you like, all of the "8,129 newspapers published regularly in the United States." In England a man thinks it cheap if he is given his choice of a few score of newspapers for a penny, and as our penny is here practically represented, as a rule, by a five cent, or even a ten cent piece (the smallest shoeblack, for instance, expects ten cents—five pence—for "shining" your boots), a man could scarcely grumble if asked, say a quarter dollar, or one shilling, for the run of eight thousand papers. Need it be said that in the Centennial Building he can see them, one and all, for nothing? He is not only permitted as a favor to see them, but he is invited, nay, pressed, to confer the favor of entering the building and calling for what paper he likes. As he passes the entrance his eye is caught by some such kindly and courteous invitation as "Come in and see a paper from your home," "Write your name in the register, give your card to the superintendent, and make yourself at home." The home into which he is thus cordially welcomed is, moreover, a very pleasant one. Without any pretensions to imposing architectural effect, it is simple, elegant and neat. Its length is 67 feet, its width 46 feet, its height 33 feet. It is admirably lighted and ventilated by long rows of windows and a large lantern roof. Open on all sides, it catches every breath of air that ventures in this weather to stir out, and on one side the air is cooled by passing over the lake, on the border of which the building is pleasantly situated. It is, in fact, altogether about as cool and agreeable a place—quite apart from its literary attractions—as a visitor to the Exhibition could wish to be offered a chair in. He may at first wonder how, among eight thousand papers, among them such mighty sheets as the New York *Herald*, he is to get at the small local print of his home, thou-

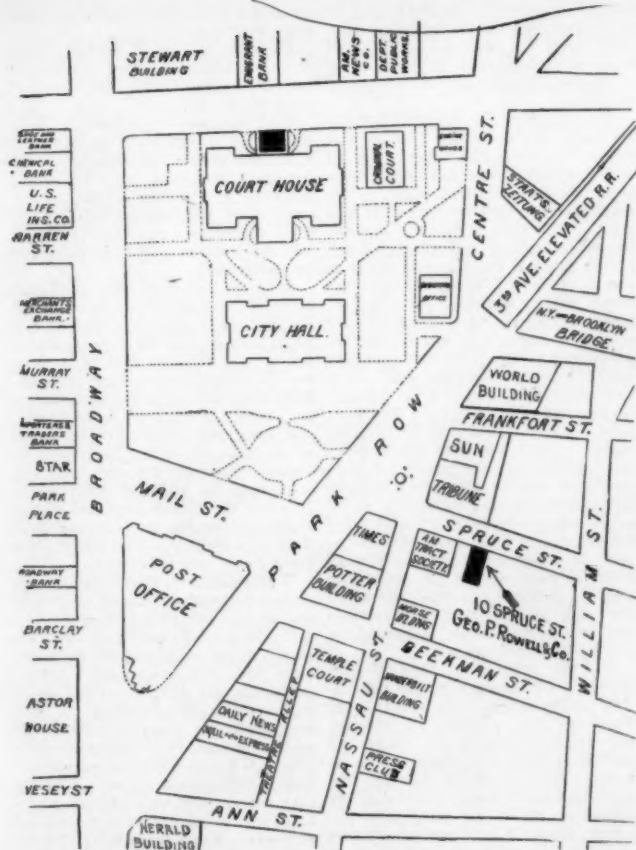
sands of miles away—it may be over the Rocky Mountains. But the management is so simple that, by consulting the catalogue, or even without the aid of the catalogue, anyone can at once find whatever paper he wants. They are pigeon-holed on shelves in the alphabetical order of their States or Territories and their towns, the names of which are clearly labeled on the shelves. Thus the newspaper of Abbeville, in Alabama, would be found on the first shelf, and those of Laramie City, in Wyoming, on the last. But anybody in difficulties has only to apply to one of the eight superintendents, who, all "pine-apples of politeness," are ready to execute his orders as if they bodily belonged to him. If he would like to take notes or write, he has, in two galleries which run round the upper part of the building, his choice of some thirty desks, with pen, ink and paper, all provided, of course, gratis; or, if he has ladies with him, or friends with whom he wants a perfectly private chat, there are at his disposal two or three private rooms comfortably fitted up. The visitor is, in fact, so spoiled that before he has been in the building five minutes he begins to feel himself injured because he cannot order, at the usual prices of the establishment, an iced "cocktail" and a bath.

It will, not, I hope, detract from the merits of this pleasant home and refuge for the worn and weary readers of newspapers to mention that it is an advertisement, since no attempt is made to disguise the fact.

The proprietors of the Centennial Newspaper Building are, avowedly, advertising agents, the largest, I believe in all America—Messrs. G. P. Rowell & Co., of New York. Their enterprise will cost altogether about \$20,000, or \$44,000, including the building and the expenses of "running" it for six months. How much comes out of their pockets I cannot say, as they have been largely subsidized by some of the leading American papers. But they have the management of the enterprise and will naturally get the lion's share of the glory. It will certainly make their names known all over America, in corners which they may never have reached before. For the Americans are newspaper readers to a man—almost to a child—not indeed, does one need to be an American to appreciate the opportunity of resting in a comfortable room in order to read the latest news from one's home.

I have seen quite young children in the building reading their papers as steadily and attentively as any of the adult voters around them.

In the same year, 1876, Mr. Rowell bought the building at No. 10 Spruce street, where the offices of the firm have ever since been situated. It is inconspicuously but centrally located within a hundred feet of the *Times* and *Tribune* counting-rooms, and this is the only advertising agency in the country whose business offices can be entered without ascending one or more flights of stairs. Rowell & Co. is the only agency that advertises its own business in the newspapers to any considerable extent. They have probably numbered as customers more advertisers than all the other New York agencies combined. There is hardly a publisher in America who has not received advertising orders from this house, and many of those who



have been in business so long recall the fact that these advertising orders have been continuous and regular for the whole quarter of a century. Of late years Messrs. Rowell & Co., as in the natural tendency of men as they become older, have been very conservative in their business methods, rarely taking any large risks, and are always particular to meet their money obligations with a promptness which has secured for them a reputation in this respect that is of much value to their customers. For twenty years a conspicuous notice has been posted over the cashier's desk, which reads: "Bills

received before twelve o'clock must be examined and paid to-day." If at any time the bank account will not admit of further drafts the cashier covers up the notice with white paper, so that as Mr. Rowell says, "all the boys in the office may know that we are out of money." The white paper does not stay up very long, if money can be borrowed. Although not a university man or a trained writer, Mr. Rowell has a way of putting things which rarely fails to bring out the idea in strong relief, and whatever criticism may be passed upon what he writes or says, it is rarely asserted of him that he failed to make

himself understood. A very large part of the literature of advertising has emanated from his pen, and he has long been an unquestioned authority upon all matters appertaining to newspaper statistics.

The American Newspaper Directory for the twenty-second year is issued this week. It carries the largest body of advertisements ever seen in any printed book, six hundred solid pages, at an average cost to the advertiser of \$120 a page. This price is paid not in cash, but in advertising, and although much of the space is good as gold, there is also a considerable amount of silver and nickel, not to mention a good deal of copper among the lot. Instances have not been unfrequent where, for the purpose of using up the space, a paper has been credited with \$60 or \$80 for a service for which Rowell & Co. received no more than \$8 or \$10 from the advertiser. The publication of the book involves a yearly outlay of nearly \$20,000, and although the sale of it is large among the limited class which requires its information—advertisers—it would not be possible to publish it were it not for the countenance and good will of publishers expressed in the substantial form of patronage of its advertising pages. In the twenty-two years which the book has appeared, no advertiser has ever in any single instance been given a preferred position.

In the summer of 1888 Messrs. Rowell & Co. commenced the publication of the unique little paper called **PRINTERS' INK**, a journal for advertisers, which undertakes to discuss all matters of interest to advertisers in an honest, straightforward manner, that seems to have won the approval of the classes for whom the publication was intended, and of newspaper publishers also, to such an extent that no single issue of the paper for the current year has failed to exceed twenty thousand copies.

As compared to the time which has elapsed since Adam was a boy, twenty-five years is a short period, yet within that time have grown from babyhood most of the men who to-day are the managers of newspapers. Few newspaper men can remember a time when they had not heard of Geo. P. Rowell & Co. as the embodiment of the advertising agency idea. Of the advertising agencies known a quarter of a century ago that of S. R. Niles, of Boston, is the only one beside that of Rowell &

Co. which still remains under the same name and control.

The firm of Geo. P. Rowell & Co., as at present constituted, consists of Geo. P. Rowell, Charles N. Kent and Oscar G. Moses.

With an experience covering so many years, with a reputation so desirable, with unsurpassed facilities for procuring advertisers, both large and small, and with every possible advantage, they enter upon their second half century with assurances of continued prosperity and the confidence of both publishers and advertisers.

In no business is experience of more value, in no business is more money wasted from a want of it, and there is no advertiser, be his expenditure in this way a few hundred or a great many thousand dollars each year, who does not readily admit the advantage to be gained through the sources of a competent and reliable firm which can at all times be trusted to protect his interests—one which knows from long experience the value of every paper. It is only the firm of large and general experience, having an unlimited credit with publishers, that can serve a customer to the best advantage.

With publishers, their reputation for prompt payment and careful and courteous attention to all details of business is universally acknowledged. No firm stands higher or commands better services from the newspapers. Such a reputation can only be gained by integrity, attention to business, and being ever mindful of duties due to customers on the one hand or to publishers on the other. While this firm has such a well-deserved reputation among publishers, they are regarded with perhaps greater favor by the large class of general advertisers to whom they are well known, and for whom they have provided and freely published so much information of value on the subject of general advertising, and how it may be done with best prospects of satisfactory results.

A STRICT construction of Judge Wilkin's decision as to what constitutes a newspaper would exclude weekly papers generally from the benefits of legal advertisements. A newspaper, the judge says, must publish the general current news of the day, or news of general interest. The weekly newspaper does not print the current news of the day. "News" is out of the current when it drifts into the weekly. A weekly which does not even serve up a cold collation of news once current is certainly not a newspaper.—*Minneapolis Journal*.

CLIPPINGS IN BUSINESS.

It is a rare advertiser that can rely solely on the public press for the sale of his wares. Most merchants must back up general advertising with specific advertising, and have the salesman follow the newspaper. In other words, it is seldom you can dispense with personal solicitation.

It does not follow that this solicitation must be by word of mouth. The letter, the catalogue, or the circular may take the place of the drummer, the storekeeper or the agent.

The direct appeal to the customer, whether it be oral or written, or printed, has a great deal more likelihood of success if the way for it has been paved by advertisements. They will have made familiar the name of the article to be sold. They will have given a sort of guarantee of the standing of the firm, for the public takes the very fact of advertising as more or less of a proof of commercial respectability. You listen to the man you have heard of when you would turn a deaf ear to a stranger.

The letter of introduction is valuable. It saves time and it prejudices the recipient favorably. But it does not do all the business.

Having presented his letter of introduction in the shape of a general advertisement to a whole community, section or country, how shall the merchant reach those individuals who are especially interested in his wares, and how shall he best explain their merits?

These are the problems that confront every business man who seeks business outside his own little circle of acquaintances. The trade and class papers give one answer, and a good one, but still incomplete. Advertising in them has come to be almost an essential to success, but it does not go far enough, for the trade papers seldom reach everybody in the field; their pages are open to competitors, and the appeal through them for trade does not carry the weight of the direct request. How many people in the congregation apply to themselves the preacher's words? Some, but not all—much less the people that never come to church. The merchant, like the minister, can make many a convert only by a face-to-face argument, and nowadays he has to go out and find the sinner.

The bulk of business now waits for the merchant to come and get it. Who-

ever invented the drummer is responsible for this. The system is costly, but apparently it has come to stay, and whatever its defects, it has at least immensely extended the scope of mercantile enterprise. As a result have been created demands for learning who are available as customers, for getting at them ahead of anybody else, and for securing their trade at least cost. The first of these demands is partly met by the trade papers, which now as a rule make a point of printing much of the news in their respective fields, telling of new enterprises whether in the line of construction or retail trade, as well as of fires, deaths, failures, changes in partnerships, formation of corporations, etc. But the trade papers are weeklies or monthlies, the news is not very new and it is accessible to everybody. These objections have been partly met by enterprising news gatherers, who furnish earlier information by means of bulletins and special reports, the high prices charged for which restrict their use to a comparatively few big houses the condition also being often made on the one side that the information shall be furnished to only one house in a given line, and on the other that it shall be held confidential. This scheme has had its biggest development in the construction field, and now there is hardly a concern of consequence handling supplies for construction or furnishing that does not have its "advance report" of some sort or other. The cost runs from \$50 to \$180 a year, and few dealers begrudge it.

But even this has been improved upon. The "advance report" people get most of their information from the local newspapers, condensing it for republication in their bulletins. Some verify the facts by correspondence, but this takes precious time. As a rule what the compiler thinks the important facts are directly transcribed, which makes possible errors in the transcription, and, more important, errors in judgment as to what are the facts that are valuable, which of course no man is in so good a position to know as the house that wants the news. To avoid these dangers and to gain time has been the object of the bureaus that furnish just what the papers say, and not copies nor condensations. They clip from the newspapers the items, articles, letters or editorials that can by any possibility interest their customers, and forward them intact and at once.

The methods of the Press Clipping Bureau at Boston, which has gone extensively into this line of work (making a specialty of it, while others have subordinated it to work for public men, actors, artists, etc.), may be taken to illustrate the way newspaper clippings are put to practical use in business. A dealer in church furniture, Jones, for instance, agrees to pay so much a month for everything printed in the papers of the field he wants to cover, relating to church construction. Suppose the Smithville Baptists begin to discuss the desirability of a church. The Smithville *Bugle* prints the fact, the Bureau sends the item to Jones, he notes the fact and files away the clipping. After that he keeps an eye on Smithville. Of course he does not go there yet, but as time passes he gets other items from the *Bugle* about the strawberry festival "for the building fund," then about the letting of the contracts, then about the laying of the corner stone, and then announcing that the structure is well underway. Thus he has got a more or less complete history of that enterprise. He has found out the right time to send his catalogue, letters, or salesman, and the chances are he has secured the names of the building committee or some prominent church member. He has paid for church news and nothing else and got all there was of it earlier than any competitor, and more copiously. If he doesn't get the contract it isn't because he didn't have every advantage first and fullest news could give him.

Or suppose Brown, who puts in water works or sells pipe for them, is a subscriber. A day or two after "Constant Reader" writes a letter to the *Bugle* saying that Smithville is way behind the times and ought to have water works. Brown reads that letter from the clipping, and forthwith, if he is a hustler, subsidizes the editor of the *Bugle* to agitate the subject. The clippings post him on the process of the agitation, and at the right time his man appears on the ground and captures the contract, provided he has been skillful enough to predispose in his favor the prominent men of the town before any other water-works man got there, which his earliest information has given him every chance to do.

Merchants, in other than construction lines, are beginning to see the chances in news got in this way. The

wholesaler of hardware, for example, or the maker of some hardware specialty, finds it to his advantage to learn of every new hardware store, and be the first to learn of it, and knowledge about transfers, changes in ownership, fires, repairs, extensions, etc., is also valuable in helping him to direct the movements of his drummers, whether they are of flesh and bone, or ink and paper.

In fact, the chances for utilizing newspaper news in business are almost endless. Note how some of the most trivial items can be turned to advantage:

"Mrs. Sally White has the rheumatism badly." A patent-medicine man should send her a circular.

"Bill Herrick had a yard-long smile on his face to-day. It was a ten-pound boy." The baby-food maker, the baby-carriage maker, the baby-clothes maker, all are interested.

"Married — Thomas Hume and Sarah Green, both of Rockdale, Ill." Thomas and Sarah ought to buy a sewing machine, and Sarah will need some new visiting cards.

"Judge Adams will have an office in the elegant Bowers' Block when completed." The Judge will need an elegant roll-top desk to match.

"Henry Atkins is shingling his barn," which shows both that Henry owns a barn, and that he takes some pride in it, each of which things a dealer in patent mangers is pleased to know.

"Dr. J. B. Marshall is our new dentist." Perhaps the doctor hasn't all the instruments he needs, and he is pretty sure not to be a subscriber to any dental paper if he is new at the business.

"The *bon ton* of Crown City were at Mrs. Vere de Vere's reception last night. Among the elegantly-dressed ladies present were," and so on. Every one of these ladies ought to be informed of the latest thing in corsets, the best perfumes on the market, the bargains in gloves by mail, etc., etc., and if Crown City has no "blue book" or "elite directory," how is anybody going to be able to send them price lists, samples or anything else that can't be put into an advertisement?

The use of newspapers for addresses has been little tried, presumably because it costs money to get them so, but it is a question if in the end that is not more economical than the use of lists which every day makes more full of errors because of deaths, removals,

reverses of fortune, etc., and of the original accuracy of which there was little guarantee. Postage is an important item in circularizing. Paper, press work and addressing likewise count up. Where a useless address costs two cents, it is worth at least two cents to have that address useful.

Clippings are useful in business not only for the sake of information, but also for the sake of quotation. The most evident illustration is the value of press notices to theatrical managers and of book notices to publishers. The publisher, however, gets marked copies of many papers containing notices, whereas the theatrical manager must hunt up the notices for himself, and the conditions of theatrical management make the services of the Bureau almost indispensable if he would keep thoroughly posted on what the critics are saying of his players. Construction companies are anxious to see both the praise and the criticism of their work, the praise for use on the next customer, and the criticism that they may correct the fault and save their reputation. And criticism of a rival system is worth ordering a hundred papers containing it. You can see at a glance how valuable it is for Smith to be able to exhibit a clipping saying that "Jones is way behind time on his contract in Bugleville, and the people are all out of patience waiting for him to get through."

It looks as if the Clipping Bureau as a business factor had come to stay, at least until Bellamy's millenium knocks business competition out of the world. Already it claims recognition as one of the most important methods developed by the newspaper press for bringing customer and dealer together.

ROBERT LUCE.

WEBSTER called the newspaper "the palladium of liberty." Henry Ward Beecher referred to it as "the winged encyclopædia," and Chauncey M. Depew has just characterized it as "the historian of the hour." Most people seem to regard it the free pack horse of the community—something that may be ridden at pleasure by every individual who has a selfish end to accomplish.—*Henderson (N. C.) Gold Leaf.*

THE new State of Washington has 146 newspapers, and Oregon has but 133.

PAPERS WITH CURIOUS NAMES.

Hackett City, Ark., has one weekly paper called *Horse Shoe*.

Tom Joyce's Burlesque Gazette is a weekly in Helena, Ark.

Ripsaw is the only weekly in Wyune, Ark.

The town of Azusa, Cal., has a newspaper called *Pomotropic*.

El Verano, Cal., has but one paper. It is called *Vitigraph*.

Frog is published semi-monthly in the interests of railroads at Denver, Col.

Persons and Property is a real estate paper in Washington, D. C.

The *Thomas County Cat* is a newspaper published in Colby, Kan.

Tombstone is a town of 6,000 population in Arizona with a paper called the *Epitaph*.

Women's Exponent is the suggestive name of a paper in Salt Lake City, Utah.



LADIES, What product of the garden is more eagerly sought in early summer than new potatoes? Ladies can give themselves some in a corner of the garden and have new potatoes weeks ahead of their neighbors by planting my Patent Eyes. 50 eyes will yield 5 bushels, millions for early table use. Full directions with each box.

	Per 50 Eyes	100 Eyes
Early Sunrise	60c	\$1.00
June Earling	60c	1.00
Triumph	60c	1.00
Governor Russett	75c	1.00

Largest stock of seed potatoes in America, \$1.00 to \$1.50 per bushel. 50 packages earliest vegetables, post-paid, \$1.00. 25 packages beautiful flower seeds, \$1.00. Boxes and glasses by the 100,000. Elongated catalogue free.

JOHN A. SALZER, Ls Crosse, Wis.

We believe that every paper should be open as regards its circulation and rates: such a paper will get more work than one which tries to cover up its circulation.—*C. I. Hood & Co., March 17, 1890.*

BORROWING AN IDEA. COUNTRY PAPERS IN THE CITY.

In all branches of business, it is a common thing for different manufacturers to copy each other's designs and special makes of goods to as great an extent as is possible without actually becoming in danger of legal molestation. A similar practice seems to prevail in a modified degree in the advertising business. Let some shrewd advertiser originate a particularly good or striking means of display, and it is not unlikely that his idea will be extensively adopted by others. If it be true that imitation is the sincerest form of flattery, perhaps the advertiser whose ideas are borrowed ought not to complain, particularly as it would be hard to show how the borrowing causes him any actual loss. Reasoning on this principle, the advertising manager of Pear's Soap should find in the following, genuine appreciation of his efforts:



In this connection an interesting subject for investigation suggests itself—whether it pays better to advertise a phrase as a means of advertising an article, rather than advertise the article direct.

American Housekeeping, of Chicago, has issued a circular in which the following passage occurs: "For years the 'fake' publishers and advertisers have been reaping a rich harvest at the expense of the honest advertiser, publisher and the public. About June 1 a law was passed that is putting an end to this disreputable business. The offender is liable to a fine of \$500 or eighteen months' imprisonment for each and every offense. Several have received their just deserts, and many other cases are being investigated."

NEVADA has lost two papers since last year. It has but 24.

It would do the hearts of country editors good to ride up town on the elevated cars in the afternoon of Friday and Saturday on any week in the year. On these two days a great many business men give only a hasty glance at the evening papers and then immediately draw from a pocket a copy of a paper that is in marked contrast to the city paper, so far as type and general appearance goes. The type is invariably larger and the displays of advertisements and headings to news articles commonly coarser. The ink is not always spread evenly over the page. Nevertheless, the business man opens the paper to the page devoted to village news and reads every line there. After that he not infrequently reads the village advertisements and gives a brief look at the editorials. The city man used to live in the village where that paper was printed, and he recognizes the names of people there as old acquaintances, and commonly old friends. The village paper comes like a letter from home to the city man who was once a villager.—*New York Sun*.

A RURAL ADVERTISEMENT.

Oftentimes the display advertisements in the country newspaper are a study, and country merchants evolve some unique ideas in the calling of public attention to their wares. Up in the thriving little town of Elroy, Wis., is an enterprising furniture dealer named R. M. Work, and his "ad" in the local paper is a curiosity. It reads: "R. M. Work can furnish you anything in the furniture line at prices as lowest—prices that will certainly surprise you." All country furniture dealers handle coffins as well as furniture, and at this point in Mr. Work's "ad" appears a handsome cut of a coffin, decorated with a fragrant cross and wreath. In the coffin are forty-one silver-headed nails, and there are, on the sides of the narrow home, accommodations for ten pall-bearers. Underneath this work of art of Mr. Work appears the meat of the "ad," as follows: "It has been truly said that no person having once tried one of these coffins will ever use any other. Call and see him." This last appeal must certainly refer to Mr. Work and not to the man who indorses the coffins.—*Chicago Herald*.

PIETY VS. ADVERTISING.

AN INGENIOUS DEVICE.

The *American Sentinel*, a paper of strong temperance proclivities, evidently believes that the advertising columns should be edited with the same care as the editorial columns. Here is what it has to say of a newspaper which prints reading notices of "an intoxicating drink":

We have before explained in these columns that Colonel Elliott F. Shepard, president of the American Sabbath Union, owns the *Mail and Express*, a daily evening newspaper of this city; and that that paper, through its "Pearl of Days" columns, is the official organ of the American Sabbath Union. Colonel Shepard is quite a pious man. So pious is he, indeed, that he prints a verse of Scripture every day at the head of the editorial columns of his newspaper; and occasionally, perhaps as evidence of an extra quantity, he embellishes this by printing an advertisement of an intoxicating drink at the foot of the same columns, to say nothing of the same thing in other parts of the paper. For instance, in the issue of February 10 (and this is not the first time that it has been done), at the head of the editorial columns, he printed this text:

"For he was crucified through weakness, yet he liveth through the power of God. For we also are weak in him, but we shall live with him through the power of God toward you."

And the same day, at the foot of the editorial columns, stood this other thing, thus:

"Piper Heidsieck Sec—The favorite everywhere.—Adv."

Now "Piper Heidsieck Sec" is a popular brand of champagne, possessing all the intoxicating qualities of champagne generally.

The *Christian Advocate* suggested, a short time ago, that the printing of texts of Scripture at the head of a daily newspaper "is a matter of taste." Yes, no doubt. And it is altogether likely that the printing of "Piper Heidsieck Sec—the favorite everywhere"—at the foot of the same columns is also a matter of taste.

A WISE POLICY.

"I always make it a point," remarked a manufacturer, the other day, "to reply to every communication of a business nature addressed to me. It doesn't matter what it is about, provided only that it is couched in civil language. I do this because courtesy requires that I should; but aside from that, I find also that it is good policy. Time and again in my life I have been reminded by newly-secured customers that I was remembered through correspondence opened with me years before, and many orders have come to me through this passing and friendly acquaintance with people. On the other hand, I have known plenty of business men whose disrespectful treatment of correspondents has been bitterly remembered and repaid with compound interest. Silence is the meanest and most contemptuous way of treating anybody who wishes to be heard and to hear, and resentment is its answer every time."—*Age of Steel*.

WHEN I invest a dollar in advertising I expect to get at least one dollar and a half in return. By that I mean fifty per cent. profit on the investment.—*J. Arroy Knex*.

Mr. A. Sutherland, the shoe dealer who inserted the following advertisement in the Kingston (Ont.) *Daily News*, certainly deserves credit for ingenuity:

To the Editor of "Daily News."

DEAR SIR—I sent you a poem last week and asked you to publish it in your paper. You declined, and returned it to me with the crushing reply that I was no poet, and that you "could turn out better poetry out of a sausage machine." Now, I won't be crushed, and I propose to show up your attempt to throttle budding genius. Publish this card and the following poem in your advertising column and charge me your full advertising rates. Yours, JAMES METCALPH RILEY.

THE POEM.

I stood upon the ocean's sandy beach,
And with a reed I wrote upon the sand these words:

"Agnes, I love thee!"
But the winds came and the waves rolled mountains high.

And blotted out the fair impression.
Cruel waves, treacherous sand, fragile reed!

No longer will I trust to thee:
But from the highest mountain peak I'll

pluck the tallest pine,
And, dipped in the crater of Vesuvius, with

it I will write
Upon the high and burnished heavens these

tender words:
"A. sutherland is holding the biggest
low price sale of shoes ever held in the city.
He is now offering boots and shoes so low

their cheapness would almost take your
breath away."

And I would like to see any dog-gone wave

wash that out.

A KENTUCKY PUBLISHER'S EXPERIENCE.

The *Constitution* some time ago adopted the rule of charging all "foreign advertisers" the same rates as are charged its home advertisers, notwithstanding the song of the "foreigner" that his advertisement was electrotyped and would save us the expense of composition. We have learned by experience that it takes about seventy-five weeks to fill a fifty-two weeks' "special position" contract. This invariable rule has cost us nearly all of our "foreign" patronage, but we find that we live with a great deal more ease of body and contentment of mind, even if our exchequer is not quite so flush.—*Calhoun (Ky.) Constitution*, Feb. 20, 1890.

It always pays to be kind and courteous to advertising solicitors, but I sometimes think it would pay the solicitor to consider carefully the value of a business man's time.—*William Dreydoppel*.

OVER 25,000 COPIES.

According to the new edition of the American Newspaper Directory the following is a complete list of newspapers and magazines circulating over 25,000 copies each issue:

San Francisco, Cal.,	Chronicle, daily. Chronicle, weekly. Chronicle, Sundays. Examiner, daily. Examiner, Sundays. Examiner, weekly. Morning Call, daily. Morning Call, Sundays. Report, daily. Household Pilot. Evening Star, daily. National Tribune. U. S. Official Postal Guide. Constitution, weekly. Evening Journal, daily. Herald, daily. Herald, Sundays. Inter Ocean, daily. Inter Ocean, weekly. Inter Ocean, Sundays. Mail. News, daily. News, weekly. Times, daily. Times, weekly. Tribune. Democrat. Express. Farmers' Review. Ledger. Svenska Tribunen. Union Signal. American Housekeeping. Chimney Corner. Echo. Indiana Farmer. Agricultural Epitomis. Power and Transmission. Posten. Iowa State Register, weekly. Courier-Journal, weekly. Home and Farm. Happy Hours Magazine. Vickery's Fireside Visitor. Daughters of America. Golden Moments. Hearth and Home. Illustrated Family Herald. Sunshine. Our Home and Fireside Magazine. People's Illustrated Journal. Practical Housekeeper and Ladies' Fireside Companion. American, Sundays. Evening Record. Globe, daily. Globe, Sundays. Herald, daily. Herald, Sundays. Journal, morning and evening. Golden Rule. Illustrated Police News. Pilot. Republic. Yankee Blade. Youth's Companion. Babyland. Household Monthly. Knights of Honor Reporter. Popular Educator. Wide Awake. New England Homestead. Farm and Home.	Detroit, Mich., Port Huron, Mich., Minneapolis, Minn., St. Paul, Minn., Kansas City, Mo., St. Louis, Mo., Omaha, Neb., Manchester, N. H., Little Silver, N. J., Albany, N. Y., Buffalo, N. Y., Elmira, N. Y., New York, N. Y., Fulton, Ill., Indianapolis, Ind., Mishawaka, Ind., Decorah, Iowa, Des Moines, Iowa, Louisville, Ky., Augusta, Me., Augusta, Me., Portland, Me., Baltimore, Md., Boston, Mass., Springfield, Mass.,	Evening News, daily. News, Sundays. Free Press, daily. Free Press, weekly. Tribune, Sundays. Tribune, weekly. Patrons' Guide. Journal. Housekeeper. Globe, Sundays. National Reporter System. Journal, Sundays. Journal and Agriculturist, weekly. Star. Times, weekly. Amerika, weekly. Evening Chronicle. Globe Democrat, daily. Globe Democrat, Sundays. Globe Democrat, w'kly. Republic, daily. Republic, Sundays. Republic, weekly. Journal of Agriculture and American Stock-Breeder. Sporting News. Home, Farm and Factory and Live-Stock Journal. Medical Brief. Bee, weekly. Mirror and Farmer. Orchard and Garden. Journal, weekly. Sunday Telegram. Evening News, daily. Times, daily. Saturday Tidings. Telegram. Herald, daily. Mail and Express, daily. Morning Journal, daily. Morning Journal, Sundays. News, daily. News, Sundays. New Yorker Tagblatt. Nachrichten, daily. Sountags Nachrichten, Sundays. Press, daily. Press, Sundays. Staats Zeitung, daily. Staats Zeitung, Sundays. Sun, morning. Evening Sun, evening. Sun, weekly. Sun, Sundays. Times, daily. Times, Sundays. Times, weekly. Tribune, daily. Tribune, weekly. Tribune, Sundays. World, morning. Evening World, evening. World, weekly. World, Sundays. American Analyst. Argosy. Boys of New York. Catholic News. Christian Advocate. Christian Herald and Signs of our Times. Family Story Paper. Fireside Companion. Frank Leslie's Illustrated Newspaper. Golden Hours. Golden Weekly. Harper's Bazar. Harper's Weekly. Harper's Young People. Irish World and American Industrial Liberator. Judge. Katholisches Volksblatt. Ledger. Life. National Police Gazette.
----------------------	---	---	--

New York, N. Y.,	Once a Week. Puck. Rural New Yorker. Scientific American, w'y Standard. Sunday Mercury, Sun- days. Texas Sittings. Town Topics. Voice. Weekly. Witness. Church Record. American Agriculturist. American Missionary. Belford's Magazine. Cassell's Family Maga- zine. Century Magazine. Cosmopolitan. Delineator. Demorest's Illustrated Magazine. Domestic Monthly. Drake's Magazine. Frank Leslie's Popular Monthly. Harper's New Magazine. Home and Country. Home Missionary. Household Companion. Household Journal. Housewife. Illustrated Companion. Ladies' World. L'Art de la Mode. Metropolitan. North American Review Our Country Home. People's Home Journal. Puck's Library. Quiver. St. Nicholas. Scribner's Magazine. Sunday School Journal. Teacher's Institute and Practical Teacher. American Rural Home. Green's Fruit Grower. Saturday Globe. American Farm News. Commercial Gazette, w' weekly. Enquirer, daily. Enquirer, weekly. Evening Post. Times, weekly. American Grange Bulle- tin. Christian Standard. Press. Ohio Practical Farmer. Union Gospel News. Ohio Waisenfreund. City and Country. Beacon. Farm and Fireside. Ladies' Home Compan- ion. Blade, weekly. West Shore. Morning Telegram. Chautauquan. Cali, daily. Evening Item, daily. Item, weekly. Item, Sundays. North American. Press, daily. Press, Sundays. Press, weekly. Public Ledger. Record, daily. Record, Sundays. Times, daily. Times, Sundays. Golden Days. Guardian Angel. Practical Farmer. Saturday Evening Post. Saturday Night. Sporting Life. Sunday School Times. Our Young People. Farm and Fireside. Agents' Herald.	Philadelphia, Pa., Baptist Teacher. Farm Journal. Ladies' Home Journal and Practical House- keeper. Lippincott's Magazine. Parlor and Kitchen. Peterson's Magazine. Advanced Quarterly. Commercial Gazette, w' weekly. Dispatch, daily. Dispatch, Sundays. Press, daily. Times. National Stockman and Farmer. Memphis, Tenn., Nashville, Tenn., Dallas, Tex., Brattleboro, Vt., Milwaukee, Wis., Racine, Wis. Hamilton, Ont., Toronto, Ont., Montreal, P. Q.,	Baptist Teacher. Farm Journal. Ladies' Home Journal and Practical House- keeper. Lippincott's Magazine. Parlor and Kitchen. Peterson's Magazine. Advanced Quarterly. Commercial Gazette, w' weekly. Dispatch, daily. Dispatch, Sundays. Press, daily. Times. National Stockman and Farmer. Avalanche, weekly. Christian Advocate. Southern Mercury. Household. Deutsche Warte. Germania. Der Haus und Bauern- freund. Acker und Gartenbau Zeitung. Wisconsin Agriculturist. International Royal Templar. Globe, daily. Globe, weekly. Mail, weekly. Ladies' Journal. Star, daily. Family Herald and Star, weekly. Witness, weekly. Northern Messenger. Presbyterian Record.
Rochester, N. Y.,	Utica, N. Y., Akron, O., Cincinnati, O.,		
Cleveland, O.,			
Columbus, O.,			
Springfield, O.,			
Toledo, O., Portland, Ore., Harrisburg, Pa., Meadvile, Pa., Philadelphia, Pa.,			

MISLEADING.

There is a style of advertising practiced in some of our best establishments in which no lie is told, but the truth is expressed in a manner intended to mislead—a species of acted lie. During the past season there was a time when fur capes could not be delivered fast enough. Everybody wanted them, and the merchant who was fortunate enough to have a stock of these goods could turn them over at a fair profit. Astrakhan was one of the popular furs. The capes brought about \$12 and the muffs about \$3.50 and \$4 at retail. No wonder, then, that many ladies were allured by a sign on a cape in an up-town store which read: "Remarkably cheap, only \$3.75." The writer was in the store when a lady asked to be shown one of the \$3.75 capes.

"Oh! that sign don't mean the cape," said the clerk, "it is the muff that is \$3.75."

"Then why," asked the lady, "do you put the sign on the cape and not on the muff?"

"I'm sure I don't know. I suppose that the firm take it for granted that nobody would expect to get a fur cape at that price, and that the \$3.75 must refer to the muff."

"That may be as you say, but it is nevertheless an attempt to deceive."

—Dry Goods Economist.

MISLEADING.

There is a style of advertising practiced in some of our best establishments in which no lie is told, but the truth is expressed in a manner intended to mislead—a species of acted lie. During the past season there was a time when fur capes could not be delivered fast enough. Everybody wanted them, and the merchant who was fortunate enough to have a stock of these goods could turn them over at a fair profit. Astrakhan was one of the popular furs. The capes brought about \$12 and the muffs about \$3.50 and \$4 at retail. No wonder, then, that many ladies were allured by a sign on a cape in an up-town store which read: "Remarkably cheap, only \$3.75." The writer was in the store when a lady asked to be shown one of the \$3.75 capes. "Oh! that sign don't mean the cape," said the clerk, "it is the muff that is \$3.75."

"Then why," asked the lady, "do you put the sign on the cape and not on the muff?"

"I'm sure I don't know. I suppose that the firm take it for granted that nobody would expect to get a fur cape at that price, and that the \$3.75 must refer to the muff."

"That may be as you say, but it is nevertheless an attempt to deceive."—*Dry Goods Economist.*

Correspondence.

BOOK ADVERTISING.



MILWAUKEE, Wis., March 18, 1890.

Editor of PRINTERS' INK:

Your very bright publication comes to me through the courtesy of E. C. Allen, of Augusta, and I invariably read it from beginning to end, advertisements and all, which shows that I have a keen appreciation of the very excellent manner in which you cover a large portion of the field in which printers' ink is used. But do you cover it all? I think not. I beg to quote a sentence from your issue of March 12, which shows that PRINTERS' INK is somewhat biased in its views in regard to the best method of advertising. Of course I understand that you are not responsible for the opinions of others. That this sentence is copied, however, shows clearly that you approve of the principle which it advances: "Advertise, but advertise in a judicious manner. The world at large reads and studies the daily newspapers, but only a small portion ever see the issues of the professional advertising schemers. No support should be given to that method of advertising, because it yields no return and accomplishes no special purpose."

On January 1, 1880, I was put in charge of a proprietary article of merit, and, to quote Artemus Ward, "Went sailing a sea without chart or compass, guided only by the stars and by the tales of previous travelers." To quote him again, I had "Extraordinary expectations" and, what is more, I had "Barney's luck," which permitted me to stumble into success and get what I had no right to expect. I abandoned the newspaper advertising altogether, literally doing none at all, and adopted the book system—i. e., the house distribution of small pamphlets by means of traveling men. This was certainly "following in the wake of some larger ship," for is not this the system on which the foundation of many of the largest proprietary successes has been laid? I endeavored to add to this system as much originality as I could pump out of my brains and previous experience, and when at the end of January I found that I had put out 200,000 books and saw no returns, I remembered Ayer's motto: "Keeping everlastingly at it brings success," and put out 450,000 in February. Still no satisfactory returns. Then a voice crying in the wilderness said unto me, "What man possessed of his senses would expect to make money on a basis of 100 per cent. higher than others in his trade," and knowing how many proprietary people go down like "McGinty" for want of courage, the conviction forced itself upon my mind (to again quote Mr. Ward), that "long journeys require long purses," and if I was to go down it would not be because I was afraid to stay up. So in March I put out 1,000,000 books. Then things began to brighten up, and suffice it to say, that during the year 1880 we got out 8,600,000 books, all bearing the seductive name, "Secrets," all of which were perfectly redolent with the merits of our preparation, and closed up the year with a handsome business, a slice of profit on the right side of the ledger, a preparation firmly established, and an extensive subsequent trade. Now this was done without

the newspapers. The expense was a mere bagatelle to what it would have cost to advertise in the newspapers in the territory covered with our book system. This month 1,550,000 books are going out and the profits will foot the bill.

There is another thing of which I wish to speak while I have the floor, and I beg to again quote from your issue of March 12. Howard Fielding says: "No department of literature is so remunerative to the *genuine* artist as the writing of patent medicine advertisements. People who sell such stuff can afford to pay much more than one can get out of the magazines, etc." Now this appears to me to be discourteous. In the first place Mr. Fielding admits that he can get more money out of the patent medicines than he can earn in his regular field of literature, and then characterizes the preparations, which he praises in his advertisements, as "stuff." Perhaps Mr. Fielding knows more about patent medicines than the manufacturers, and in that case he puts himself in a rather unenviable light, when he admits that he can make his living by advocating them.

I have noticed that whenever any writer for PRINTERS' INK wishes to define "objectionable advertisements," he comes down like a thousand of brick upon patent medicines. Now if the editor of PRINTERS' INK can find more honorable business houses than those of Hood, Ayer, Dr. Jayne, R. V. Pierce, etc., I should be glad to see their names published. As PRINTERS' INK has often said, any man of sense knows that no one can put out successfully and continue in the market anything which has not merit as the foundation for its success. Advertising won't do it. Therefore "when anything comes into the world and is advertised into popularity and continues popular, we must conclude that it has a right to live and a place in the world's industries." Patent medicines have come to stay.

A. C. MORRISON,
Manager of The "Best" Tonic.

"COSTS MONEY TO LEARN."

M. B. FAXON, Seedsman,
BOSTON, March 8, 1890.

Editor of PRINTERS' INK.

Through the kindness of Mr. E. C. Allen, of Allen's Lists, I have been receiving your excellent paper since Jan. 1st last, and I have become so much interested in it, and, in addition, it gives me so many points on advertising that I look for it with much pleasure, and am greatly disappointed when it does not arrive exactly on time. I read everything it contains, from the first word in Messrs. Ayers' advertisements to the very end. You have a good paper, and it fills a wide gap.

But the object of this letter to you is to briefly mention a few thoughts that passed through my mind as I read the article, "What Does Advertising Space Cost?" in your issue of the 8th of March, and which were only strengthened by a second careful examination of the figures and sound facts there mentioned. The article in question is, to my mind, essentially correct; perhaps I should allow the proprietor \$25 per week, instead of \$15; but it is the same thing in the end if he makes a profit, and he is entitled to a good one, from his advertising space. But has he 500 circulation, or less than half of it? You will probably say that this is foreign to the matter in hand; perhaps it is, but I fully believe that in what little advertising I have done I have paid for three times the circulation I have received. Some papers I come

in contact with will not state their circulation; all right, it is their right and privilege to do business as they please—mine to keep out of such publications. Another class of papers claim, we will say \$8,000 or \$9,000, and when I put the straight question to their representative, "Have you now honestly 3,000?" he does not deny my estimate squarely, but finally says he does not know exactly how many the paper has, never having been told, but thinks \$8,000 a little high. Another class of papers say squarely, and in a business-like manner, Our circulation is so and so, our rates so and so, our commission to agents so and so (which you can't have). We would like you direct, but will not cut our rates; that paper should get the business, and it does. The time is coming when the advertiser will get what he buys, and it is the first-class advertising agents who deserve the credit for the coming much-needed reform. It cannot come too quickly, but come it will, and then a business man will buy space as he now buys other goods, and get an equivalent for his money.

I suppose many publishers who will read this letter will say Faxon is sour; he has not made his advertising pay. Faxon has made his advertising pay, and he has also been most fully taken in, but it costs money to learn anything, and more money to learn a little about advertising than anything else. For an example of the above, I placed an advertisement with a paper claiming 500,000 circulation; the advertisement cost \$60. The result was six postal-card inquiries for my catalogue, not a single order (it was a direct return), and when I wrote the publisher and told him the advertisement failed, and asked him, as kindly as I knew how, if he was sure the advertisement was in every copy (as 500,000 copies, it seems to me, might possibly take more than one press, especially as I was told that part was printed in one city and part in another). He wrote back a very sharp letter, to say the least, and sent me a bogus recommendation. You will say at once your advertisement was not a "puller," but in answer to that I will say that the same advertisement, published in a paper which has its headquarters not far from Spruce street (the street where the sun rises and sets) brought me in cash orders three times what the advertisement cost within three weeks, and in a great many other magazines, including *Century*, paid me well, this paper, in fact, being the only exception. The advertisement was adapted to the paper and its readers, but the result was exactly as stated above. In a nutshell, why should not an advertiser get what he buys like any other consumer of any grade of merchandise? If you buy a barrel of sugar and get a pound of tea you have it made right; if you buy advertising space and get nothing, and have the brass to kick, you are a crank—so it goes.

M. B. FAXON.

A WISE OHIO PUBLISHER.

Established 1811.
OHIO STATE JOURNAL—
Daily and Weekly.
The Leading Newspaper and Only Morning Daily in Central Ohio.
COLUMBUS, O., March 19, 1890.

Publisher of PRINTERS' INK:

We are presenting twenty-five advertisers of this city with a copy of PRINTERS' INK every week, and believe that it is doing much good. PRINTERS' INK is highly commended by every advertiser who receives it.

OHIO STATE JOURNAL CO.

COMMENDATIONS.

CHICAGO, Ill., March 18, 1890.

Geo. P. Rowell & Co.:

1 prize PRINTERS' INK very much. * * *
R. S. THAIN.

PETERSBOROUGH, Ont., March 6, 1890.

Editor of PRINTERS' INK:

* * * I think your PRINTERS' INK a good publication, very interesting and full of practical suggestions. Keep it up.

F. H. DOBBIN.

WHITE OAKS, N. M., March 4, 1890.

Editor of PRINTERS' INK:

* * * PRINTERS' INK is a daisy. No publisher, worthy the name, can read it without interest and profit.

WILLIAM McCaffrey.

THE DAILY NEWS,
The Only Evening Paper in a
City of 35,000.
St. JOSEPH, Mo., March 10, 1890.

Geo. P. Rowell & Co.:

The value of PRINTERS' INK to both regular advertisers and publishers cannot be ignored.
* * *
NEWS PRINTING CO.
By C. S. DOOLITTLE, Bus. Mgr.

THE DUBUQUE TELEGRAPH,
DUBUQUE, Iowa, March 14, 1890.

Editor of PRINTERS' INK:

PRINTERS' INK is of rare value to advertisers. We are furnishing our leading business men with a year's subscription to it free, and they are well pleased with it. The morals taught are good, being productive of new ideas. Keep the good work going.

CHAS. E. HALL, Adv. Mgr.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

MAY 7TH.

SCHOOLS: MAY 7TH.

TRY CORN DYNAMITE. Free.

THE HOUSTON POST—All South Texas.

EDUCATIONAL INSTITUTIONS: May 7th.

SCHOOLS COMMENCE ADVERTISING during the month of May.

THE MAY 7TH issue of PRINTERS' INK will reach nearly 8,000 schools.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation, over 200,000.

TELEGRAPH, DUBUQUE, IOWA. 15,000 circulation. Population, 36,000.

FOR SCHOOL ADVERTISEMENTS: use PRINTERS' INK issue of May 7.

THE MERCURY, Huntsville, Ala. Circulation—Daily, 1,000; Weekly, 3,200.

BRIDGETON (N. J.) NEWS prints 3,500 daily. Largest circulation in South Jersey.

TO REACH SCHOOLS AND COLLEGES: use PRINTERS' INK issue of May 7.

ADVERTISING AT YOUR OWN PRICE.—See ad. of "Great West," this heading.

HOME, FARM AND FACTORY, St. Louis, Mo., A 1; 60,000; semi-monthly, agricu'l.

GRASS VALLEY, Cal. Richest district in the State. **TIDINGS** (d. & w.) covers it.

SENTINEL, Ionia, Mich. Largest circulation in county. Only Republican paper.

THE MAY 7TH Issue of **PRINTERS' INK** will be sent to 7,000 Schools and Colleges.

FOR Cheap Pamphlet Printing, write for estimates. Ward & Cobb, Lockport, N. Y.

FACTORY price. Ship direct. Cat'logue free. Hulbert Fence & Wire Co., St. Louis, Mo.

HEROLD DES GLAUBENS, St. Louis. Established 1850. Weekly. Circ'n 19,040.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

LANDWIRTH, St. Louis. Agricultural. Monthly. Circ'n 22,000. Present rate, 10c.

ISLAND REPORTER, Sydney, Nova Scotia. Unique Scotch constituency. Large circ'n.

LYNN (Mass.) **ITEM**, 8 pages. Average daily circ'n 8,000. Best advertising medium in the city.

THE EVENING WISCONSIN, Milwaukee, has the largest circulation of any daily in the State.

DAILY, Sunday, Weekly. Monthly.—**TRUTH**, Elkhart, Ind. Best advertising medium in the State.

COLORADO EXCHANGE JOURNAL is the monarch of Western industrial weeklies, \$3.00 per year. Denver.

FREE—CORN DYNAMITE. Painless death to corns. Send 2 stamps to C. D. Co., Box 550, New London, Conn.

AN ADVERTISING MANAGER wanted for a New York religious weekly. Address **PUBLISHER**, 167 W. 49th St.

BANKER & TRADESMAN, Boston. Circ'n over 10,000. Only financial publication in the city. Reports Mass. Corporations.

BROCKTON (MASS.) ENTERPRISE. Daily, 65; Weekly, \$3 per year. Shoe manufacturing news a specialty. Spec. copies free.

SAN FRANCISCO BULLETIN—estab. 1835—is the leading evening newspaper of California in circulation and influence. Try it.

THE MEDICAL WORLD. Circulation larger than that of any other medical journal in the world. Send for rates. Philadelphia.

FAMILY STORY PAPER—Circ'n larger than any other story paper. \$1.25 per line. **JOHN LANE**, P. O. Box 3256, Trib. Bldg., N. Y.

SHOE DEALERS everywhere read the **BROCKTON SHOE**, monthly. Elegantly illustrated. Send for copy. Brockton, Mass.

PUBLIC OPINION, Washington and New York, is found on thousands of library tables all over the land. A point for judicious advertisers.

THE HOUSTON POST is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address **GEO. F. ROWELL & CO.**, New York.

THE KODAK CAMERA Makers.—The Eastman Company say they consider **PUBLIC OPINION**, Washington and New York, one of the best mediums in America. Thrown out as a pointer.

ARKANSAS BAPTIST, Little Rock, circulates throughout the Southwest. Sworn circulation over 7,000. Five cents per line, through agents. Large Discount for time and space.

JOURNAL OF AGRICULTURE, weekly. Guaranteed and sworn circulation 45,000 weekly. 25c. per agate line. Send for sample copy. Journal of Agriculture, St. Louis, Mo.

MARSHALL, Tex., wants a **TANNERY** and **SHOE FACTORY**. Inducements offered; Bark, \$3.50 per cord; green hides, 35c. Grounds free. Address **R. L. JENNINGS**, Marshall, Texas.

IF YOU WISH to reach the people now on earth, advertise in the **LARNED** (Kansas) **WEEKLY CHRONOSCOPE**. Best circulation in Western Kansas. Patronage solicited from all responsible parties.

THE price of the **American Newspaper Directory** is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. F. ROWELL & CO.**, Publishers, No. 10 Spruce Street, New York.

GOSPEL BANNER, Augusta, Me., leads in general circulation all religious publications of Maine, New Hampshire, Vermont and Connecticut, and reaches more Universalists in those four States than any religious weekly.

IF YOU WANT TO BE POSTED on Northern Colorado, and Boulder County in particular, subscribe for the **BOLDER COUNTY HERALD**. Daily, \$7.00; Weekly, \$2.00. Best advertising medium in Northern Colorado.

W. F. FAIGE, Proprietor of the Kaaterskill House, in the Catskills, and the Seminoles, at Winter Park, Florida, gets better results from **PUBLIC OPINION** (Washington and New York) than from any other paper in which he advertises.

JUDGING from the patronage of Texas advertisers, **THE HOUSTON POST** is the most popular Daily in Southern Texas. It publishes more "want" ads. than all Texas dailies combined, and is the recognized State medium for "wants." Circulation considered, rates are very low.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: **GEO. F. ROWELL & CO.**, Newspaper Advertising Agents, No. 10 Spruce Street, New York.

IT SPEAKS FOR ITSELF.—**THE TROY PRESS** is one of the liveliest advertising newspapers in America. Its columns are full of announcements of energetic dealers. It has the largest circulation and the largest number of advertisers, and it is the most popular paper printed in Troy, N. Y.

THE SIOUX CITY DAILY JOURNAL. Largest circulation of any daily published in Iowa. Exclusive territory, which cannot be reached by any other paper on day of publication. Yields large returns to advertisers. Rate sheet and sworn statement of circulation sent upon request to the publishers, **PERKINS BROS. CO.**, Sioux City, Ia.

THE ARGONAUT is the only High-Class Political and Literary Weekly published on the Pacific Coast. It goes into all the well-to-do families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single stamped copies of it pass through the post-office every week, remailed by subscribers.

A DIRECTORY OF WRITERS.—The editor of **THE WRITER** (the Boston magazine for literary workers) is compiling "A Directory of American Writers, Editors and Publishers," which will be published soon. He has a large list of names already, but will be obliged if writers of books and magazine articles published within the last five years will send their names and addresses to be included in the book. There is no charge of any kind connected with the Directory. Address **THE WRITER**, Box 185, Boston, Mass. If you have never seen **THE WRITER**, send 10 cents for a sample copy. Mention **PRINTERS' INK**.

FARM POULTRY. Boston, Mass.—Able edited to interest and instruct the many thousand artisans, mechanics and families in the suburbs of large towns who, as well as farmers, keep a few hens; therefore, an excellent general advertisers' medium.

ADVERTISING AT YOUR OWN PRICE.—THE GREAT WEST, organ of the Alliances of Minnesota and the Dakotas, prints 10,000 copies each week, with occasional issues of from 5,000 to 10,000 extra. Any reasonable offer will be accepted for trial advertisements, but no proposition will be entertained to run more than 12 times, except at full rates. The rate for one inch space, 12 times, is \$18.20. Make us an offer on your advertisement. THE GREAT WEST circulates among a thrifty class of readers, and will pay any advertiser who has a good article for sale, at a reasonable price. Address J. L. STACK & CO., St. Paul, Minn.

TO REACH THE HOTEL MEN OF AMERICA.—The latest edition of the Official Hotel Directory of the United States, often called "The Hotel Red Book," contains a list of 23,500 hotels in the United States and Canada. For the purpose of attracting the attention of the proprietors of these hotels to the merits of PRINTERS' INK, as a guide and instructor in the art of advertising and thus inducing subscriptions, a sample copy of the issue of May 14, 31 or 38, will be sent to every name on this list. To one-third May 14; to one-third May 21, and to the remainder May 28. GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

A NEW DIRECTORY of the Shoe and Leather Trade.—The Shoe and Leather Review, of Chicago, has just issued to their subscribers a handsome 50 page Directory of the Shoe and Leather Trade of the United States. The information is classified for ready reference, and we have no doubt the volume will be greatly appreciated by any one in pursuit of knowledge respecting these important industries. In addition to the Directory proper, there is a digest of the commercial laws of the United States and Canada, a collection of valuable workshop recipes, and much other matter of general use, throughout the business world.

TO THE LOCAL EDITOR: Every advertiser ought to subscribe for PRINTERS' INK. The subscription price is \$2 a year. It is worth the money. It is published weekly. If there are any persons in your neighborhood who are interested in advertising, we advise you to secure their subscription for PRINTERS' INK, and collect the money, \$2 a year for each subscription. You can keep the money—put it in your own pocket—and may pay for the subscriptions by causing an advertisement of PRINTERS' INK which we will send you for the purpose to be inserted in your paper. In this way you can secure a cash advertising order, do a service to your neighbor (who is or ought to be interested in advertising), and advance the interests of advertising generally. Address GEO. P. ROWELL & CO., Publishers of PRINTERS' INK, 10 Spruce St., N. Y.

THIRD COUNTY IN THE UNION.—In wealth and natural resources Stark Co., O., ranks as the third county in the United States, Genesee Co., N. Y., being first and Lancaster Co., Pa., being second. It has three incorporated cities of the second class, of which Alliance is the most progressive. Two years ago the two leading papers, the REVIEW and STANDARD were consolidated and are now owned by the STANDARD REVIEW PUB. CO., with a capital stock of \$16,000. It is one of the most valuable little newspaper plants in the State, always paying a semi-annual dividend of 4 per cent., and in the year closing with the first of the present month the net earnings were 13 per cent. The Daily has a circulation of 1,300 and the Weekly 4,300, reaching over 125 towns in Eastern and Northwestern Ohio. The net rates per inch are \$15 for Daily and Weekly. You can't find a better or cleaner medium. Send for sample copies. H. W. BRUSH, Manager, Alliance, O.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to let his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

TO REACH 7,500 Schools and Colleges. The American College and School Directory for 1890 contains a list of Colleges, Seminaries, Academies and other educational institutions, and the names and addresses of the principals; also a list of the various schools of science, theology, law and medicine. A careful estimate places the number of names in the Directory at 7,500. For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of May 7, will be sent to every institution named in this list. The principals of many of these schools and colleges find in newspaper advertising the best and cheapest means of informing the public of the advantages of their respective establishments. This class of advertising generally commences at the month of May—and this special issue of PRINTERS' INK will reach these advertisers about the time when they are deciding which mediums to use. GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

TO REACH 40,000 SHOE AND LEATHER MEN.—The Shoe and Leather Reporter Annual, for 1890, contains a list of the tanners, boot and shoe manufacturers, dealers in boots and shoes, leather and findings, hides, skins and wool, and shoe machinery in the United States and Canada, carefully estimated at 39,780 names. For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of April 2, 9, 16, 23, or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23, and to the remainder April 30. The fact that many of these business men are believers in advertising as a means of increasing the sales of the goods that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers. An advertisement setting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of PRINTERS' INK, should and probably would attract favorable notice from those into whose hands the paper comes. Orders for advertising in PRINTERS' INK are solicited.

WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

FOR SALE.

FOR SALE.—Good newspaper and job business in Michigan. Address "MICHIGAN," care PRINTERS' INK.

FOR SALE.—A good paying newspaper and job business, in one of the best towns in Florida. Address "W. A. T.," care of PRINTERS' INK.

WANTED.

WANTED.—An editor of experience and ability. One that can purchase an interest in a paper already established. Amount necessary, \$5,000 to \$10,000. A good opportunity to the right person. Address "EDITOR," care PRINTERS' INK.

WANTED.—Position as business, advertising or subscription manager; local, telegraph or exchange editor, on daily or weekly, or with reliable advertiser; 15 years' experience on daily and weekly newspapers in all departments. Am practical printer, between 30 and 35 years of age, steady and reliable. Best of references. Address "W. K.," care PRINTERS' INK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, APRIL 2, 1890.

THE total increase in newspapers in the United States since last year is 629, and in Canada 24.

THE idea of making the name of a newspaper indicate the character of its contents, seems to have reached a climax in the case of a new Boston publication, which will be known as *Five Stories a Week*.

TAKE up a list of the inhabitants of a country town and mark off the names of those who do not take the local paper, and you will find included in those which are left the name of every family of wealth, respectability or influence.

MR. ROBERT LUCE, of the Press Clipping Bureau, 103 Milk street, Boston, contributes to this issue of PRINTERS' INK an article on "Clippings in Business," which illustrates how the local columns of country newspapers can be turned to account by business men.

THE New York *Evening World*, which has been distinguishing itself in illuminated journalism such as the issuing of special numbers printed on green, and red, white and blue paper, sends out a circular to advertisers in which another novelty of this character is announced. It will issue a number on a specified date in which an insert of a flaring red hue will be added to its usual four-page form. The two additional pages thus gained will be devoted to advertising, and, as it is naively expressed in the circular, "will have the advertising value of an absolute novelty."

A PATENT medicine man advertises:

The mill of the gods grinds slowly,
But it grinds exceedingly small;
I'm bound to sell my liniment
For twenty-five cents—bottle and all.

THE following creditable paragraph appears on the card rates of a religious newspaper: "Nothing admitted that would lead men to sin."

THE Milwaukee *Sentinel* has issued a supplement in the form of a handsomely printed book containing nearly 200 pages, devoted principally to a description of the leading features and manufactures of the city. The volume is profusely illustrated and is very creditable to the publishers.

"THE Ladder of Journalism: How to Climb It," is a practical little volume dealing with various phases of newspaper work, written by T. Campbell Copeland, and published at fifty cents by the *Journalist*, New York. It calls itself a primer on journalism, and does not aspire to teach the beginner how to become a full-fledged journalist in one week.

IN a recent issue of PRINTERS' INK a letter from Charles W. Knapp, publisher of the St. Louis *Republic*, was printed in which he asserted that: "There is no reason that I can comprehend why the commission allowed the agent, for special services in procuring an advertisement, should be granted the advertiser. If the commission granted for this purpose is also given the advertiser, it is no longer of any value to the advertising agent, the practical effect of such a course being to destroy the agent's commission." Since the appearance of this communication Mr. Brooke, the New York agent for the *Republic*, has been in receipt of many communications from leading advertising agents expressing active interest and appreciation. It would seem that the most curious thing about the matter is the apparent fact that there is something novel in Mr. Knapp's position. The third annual meeting of the American Association of General Advertising Agents will be held at the Astor House, New York, on Saturday, April 17, and at that time it is probable that there will be a further discussion of this subject on the lines laid down at the meeting of one year ago.

A MAN should do for his advertising something as he does for his stock of goods—arrange it so as to attract attention by its novelty, variety and good taste.

As an illustration of what can be accomplished through the "want" advertising columns of a newspaper, the following example is given by the *Chillicothe (O.) News*:

LOANED.—In this city, twenty years ago, and evidently forgotten by the borrower, who is unknown, the first volume of "British Drama," Contained "A Quiet Husband," "She Stoops to Conquer," "Good Natured Man," etc.; bound in full calf. Would like to find it to complete a set now grown valuable to the owner, and incomplete without this first volume. Return to 76 West Second Street, and receive the reward of a clear conscience, and the carefully composed thanks of the advertiser.

Curiously enough the volume advertised for was discovered in a private library and returned to its rightful owner.

GETTING SOMETHING FOR NOTHING.

No. 737 — Street,
BROOKLYN, N. Y., March 22, 1890. }

Geo. P. Rowell & Co.:

Please pardon this intrusion—PRINTERS' INK has done it. I have the entire control of a Trade Department in your city, and during the year have the placing of thousands of inches of display and reading-matter advertisements, and a recent perusal of PRINTERS' INK has set me to thinking that it may be we are giving three dollars in trade for space which might be secured for fifty cents in cash. Such a thought is not conducive to happiness, and will cause a deacon to lose his grip on goodness much more quickly than the most seductive and gilded forms of wickedness; and the quality and quantity of the profound profanity it will evolve from the average advertiser is awful to contemplate.

I claim to have done as well as I know how, but if my "know how" is thus limited, I want to discover it and not be left, later on, to stand upon my hind feet and claw the atmosphere for the agent's amusement.

M. E. RETSEIL.

On one occasion a respectable jeweler in New York made a contract with a canvasser to place a certain advertisement in a large number of country papers: the publisher to accept in payment for the service a due bill for \$10. A condition of the due bill was that it would be received at its face value in settlement for a purchase to be made from the jeweler of four times the amount. That is, the publisher, coming to the jeweler's store and buying \$40 worth of jewelry, could settle his account by paying \$30 cash and sur-

rendering the due bill. As the advertising canvasser could not be expected to charge the publisher a commission for this sort of business, the advertiser agreed to pay him \$3 for each paper contracted with. As the jeweler assumed that his profit would be more than 25 per cent. on the goods to be sold, he felt satisfied that his advertising would cost him nothing; consequently, when the canvasser had placed the advertisement in one or two hundred papers and received his due bills and payment of \$3 for each acceptance, the jeweler thereupon sent the list of papers and a statement of the transaction to Geo. P. Rowell & Co., asking if they could undertake work of this sort on the same terms. After investigation of the advertisement and the list of papers, Messrs. Rowell & Co. were able to inform the jeweler that, although they did not care for the due bill, they would gladly insert his advertisement in hundreds and even thousands of similar papers at \$3 each and the jeweler might keep his due bills. That, however, did not answer his purpose. He absolutely counted upon making a profit on the sales which should result from the presentation of each due bill, and was anxious to issue as many of them as he could. The proposal made to him by Messrs. Rowell & Co. opened his eyes, however. It afterwards turned out that not one of the due bills ever was presented, and it is not at all probable that any of them ever got beyond the canvasser's kitchen stove.—[*Ed. PRINTERS' INK.*]

DURING the last year the business of the advertising agencies has materially changed, and in such a way as to give satisfaction to the newspapers of the country as well as to the advertisers. Concentration has been the watchword of all trades, and in the advertising business, as in other callings, the small operators are gradually retiring, their trade going to swell the business of firms which by long standing and conscientious dealing have grown to be an important feature in trade negotiations that cannot be ignored. It is becoming a recognized fact that the advertising agent is by no means a minor factor in contributing to the success of a newspaper, provided he is what he should be: the link between the advertising medium and the person who wishes to advertise.—*New York Tribune.*

A SUGGESTION TO THE ADVERTISER.

You must expect for what you get
 A tussle long and steady;
 The sticks you throw about the top
 Don't make the ripe persimmons drop,
 When some one else has bagged the crop
 While you were making ready.
Lippincott's.

Writing poetry is recommended as a mental exercise. You can get physical exercise by attempting to read it to the editor.—*Terre Haute Express.*

Low Estimates.
 Careful Service.
 Reliable Dealing.

DODD'S Adv'g Agency, Boston
 265 Wash'n St.

FAMILY ICE MACHINE

Ice in a few minutes. Price, \$10 to \$185.
 L. DERMIONY, 126 West 25th St., New York.

Advertisers

Are Invited to Examine
College and School,
 the new Monthly Magazine for Parents, Teachers, and Students,
 UTICA, N. Y.

The Shoe and Leather Reporter.

The National Journal of the Shoe and Leather Trade of the United States.
PUBLISHED EVERY THURSDAY,
 simultaneously in Boston, New York and Philadelphia, with branch office in Chicago.
 Price, \$3.50 a Year.

Advertising Manager.

The Advertiser, now **SUCCESSFULLY** filling the above position on a popular **CLASS MONTHLY,**

Wishes to Make a Change,

and to connect himself with a publication (in a like position) catering more to a

General Line of Business, or would represent the Eastern office of some out-of-town publication.

Have an extended acquaintance among the **BEST CLASS** of advertisers, and am well and favorably known to all of the prominent Advertising Agents throughout the country.

Can furnish undoubted references as to ability, etc., etc. Address for interview
EXPERT, P. O. Box 2,519.

What House its work successful
 plies?
 Ah! 'tis the firm who advertise.

Freeborn County Standard,

H. G. DAY, Publisher.

ALBERT LEE, Minn., 1890.

Established in 1857.

Largest Circulation.

Official Co. Paper.

PRINTERS' INK

is published weekly by

GEO. P. ROWELL & CO.,

the most successful Advertising Agents in America, and is the best journal for advertisers in existence.

It is not large, but it is full of profitable, pithy and interesting points, and you will agree with me that it is very enjoyable, and that it pays to read every number of it.

H. G. Day

THE \$3 LIST!

Bargains in Advertising

^{IN}
 Daily Newspapers

^{IN}
 Many Principal Cities and Towns.

Advertisers may select any 50 or more Dailies from the list, at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 254 Dailies and 232 Weeklies), costs \$600. For three months, \$1,800, less 10 per cent., or \$1,620 net.

The combined monthly issue of the Dailies is 9,067,300 copies, and of the Weeklies 1,683,800 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed.*

For any selection of less than 50 of the papers approximately low figures will be given on application.

The List will be sent FREE!

Upon application to

GEO. P. ROWELL & CO.,

Newspaper Advertising Bureau,
 10 Spruce St., New York.

DISCRIMINATING ADVERTISERS.

Facts for Business Men.

A NEWSPAPER that has among its subscribers the largest proportion of *attentive and devoted* readers—that is beyond dispute a newspaper standing in the front rank of acceptability from the standpoint of the Discriminating Advertiser.

Isn't it absolutely certain that a periodical will be attentively and devotedly perused which is brimful of sentiments that the reader is intensely in sympathy with?

What journal can possibly be more carefully scrutinized than the one whose news columns intelligently and attractively report news that is most eagerly desired by a very large class of readers, especially where that news is ignored by the daily press and can be obtained in similar abundance and with equal brightness and promptness from no other source whatever; whose editorial articles and paragraphs reflect the views of a very intelligent, numerous and earnest class of people with greater power and brilliancy, strength, sagacity, popularity and wit than is done, in behalf of that particular class, in *any other* newspaper of the land; whose miscellaneous departments are edited with the same skill, and whose entire make-up speaks of enterprise and taste?

"All right," says the Discriminating Advertiser; "but how can these characteristics possibly be possessed by an organ of the Prohibitionists?"

Hold on there! Do you know anything about the strength that the Prohibition movement has in

this country? Permit us to give you a few figures which are official.

In 17 States, voting on the naked question, Shall the State totally prohibit the manufacture and sale of liquor as a beverage? between the years 1880 and 1890, there were 1,673,117 who voted YES, 2,032,786 who voted no, and 796,398 who DID NOT VOTE AT ALL. That is, the believers in Prohibition cast nearly 1,700,000 votes, while there were nearly 800,000 others who refused to oppose the policy. And, mark, all of these were male voters; if the women had had a voice in these elections the figures in favor of Prohibition, or not opposed to it, would undeniably have been at least trebled. (We may observe, in passing, that though the ladies are not entitled to vote under the law, the Discriminating Advertiser has no edict of prohibition to declare against them.)

Do you know that in the staid old State of Pennsylvania, less than a year ago, nearly 300,000 men cast ballots in support of the principle of uncompromising Prohibition, while nearly 220,000 others refused to oppose it?

Do you know that even in manufacturing Massachusetts, April 22, 1889, there were 85,000 votes registered in favor of the same principle; while cattle-raising Texas gave 130,000 in 1887, and the farmers of the new States of North and South Dakota triumphantly carried the programme into their Constitutions by popular majorities last October?

Whatever the daily and miscellaneous press may say, or fail to say, the facts are that Prohibition feeling has a prodigious following among the masses of the people.

What application has all this to the particular case of the Discriminating Advertiser?

These Prohibitionists, whatever fault may be found with their ideas, are good, sober and thrifty citizens, with all the wants of other people.

THE VOICE is their acknowledged national organ. It has a field not occupied by any other first-class journal; and, as we have shown, that field offers unlimited facilities for recruiting new readers equally sympathetic with those who now form its constituency.

Here are a few more figures :

THE VOICE has nearly 100,000 *annual* subscribers.

Its total circulation for the past two years will average over 135,000 copies weekly.

Its editorial staff consists of 14 persons.

For editorial work, special correspondence, telegraphic reports, contributed articles, etc., the proprietors pay out more than \$37,000 per year; that is, for the employment of brains, before a printer sees a line of manuscript.

We anticipate the next question of the Discriminating Advertiser: "Are temperance people liberal, and likely to be good purchasers?"

Why should they not be? THE VOICE has found this to be the case. In 1887-8 its readers subscribed a fund of \$40,000 to send THE VOICE for the period of one year to every clergyman of the country; in 1888, in a few weeks' time, a purse of \$15,000 was made up to send it for a certain period to 500,000 farmers; and at the present writing more than \$6,000 has been pledged to send 18,000 copies of THE VOICE for eight months to voters of Nebraska, and \$6,000 more will be easily raised for that object.

Can any stronger evidence be desired of their liberality and of the absorbing interest which the readers of this paper have in its columns?

Why is this interest felt? First, because of the

strong devotion of the Prohibitionists to principle; second, because *THE VOICE* is under a management which gives the Prohibitionists precisely the kind of paper they desire.

By these frank statements we certainly have forestalled any suspicion that may have been forming in the mind of the Discriminating but prejudiced Advertiser that *THE VOICE* belongs to the riff-raff of cheap, shoveled-together sheets, or is the property of impracticable and languishing sentimentalists, or is a refuge-place or loafing-place for long-haired, long-eared, broken-down, cranky scribblers.

And all these explanations will enable you to understand, on the other hand, just how it happens that *THE VOICE*, in a little more than five years, has grown so rapidly that there are now but two weeklies in New York that have a larger circulation.

If your advertisement pays you in any able, well-made, widely-circulated paper, can you give any reason why it will not pay you equally well in *THE VOICE*—and better, if we give more circulation for less money?

Ah! there is one. You have no precedents to demonstrate that practical returns come from patronizing its columns.

Undisputed facts require no precedents. We have stated facts to you, from which, as business men, you should at least, so far as *THE VOICE* is concerned, revise any unfavorable opinion.

We shall also at any time be pleased to submit to you the most explicit and satisfactory testimony, from a multitude of the most successful and practical advertisers, to the real value of our advertising columns.

The advertising rate is fixed and fair, with the fairness leaning toward the advertiser.

In Effect March 1, 1890.

The Advertising Rate of the Voice.

Display, per Agate line.....	75 cents.
Reading Notices, Nonpareil measure.....	\$1.50.

Time Discounts.

2 Times.....	10 per cent.
4 ".....	15 "
8 ".....	20 "
13 ".....	25 "
26 ".....	35 "
39 ".....	40 "
52 " (One Year).....	50 "

No advertisement of less than five lines will be received on a contract for variable space.

Discounts for Lines.

To be used within one year from the date of the order.

100 Lines.....	15 per Cent.
200 ".....	20 "
300 ".....	25 "
500 ".....	30 "
700 ".....	35 "
1,000 ".....	45 "
1,400 ".....	50 "

An advertiser may use either scale of discounts, but cannot combine the two.

Compare its rate per line per thousand circulation with other weeklies of equal standing and merit.

Send orders direct or through any responsible advertising agency.

FUNK & WAGNALLS,

PUBLISHERS.

GEORGE BATTEN,

ADVERTISING MANAGER,

18 and 20 ASTOR PLACE, New York.

KENTUCKY OPINION.

The firm of advertising agents, Geo. P. Rowell & Co., have gotten themselves into hot water with some of the Kentucky newspapers by publishing a list of twenty-nine papers, which they say are the best in the State.—*Lexington (Ky.) Transcript*, Feb. 13, 1890.

The *Messenger* has nothing to say of but one paper in that list: That is the *Messenger*. If anybody has any objection to offer to that selection, let him step on our coat tails.—*Owensboro (Ky.) Messenger*, Feb. 21, 1890.

Geo. P. Rowell & Co., of New York, publish what they term a list of "twenty-nine of Kentucky's best advertising mediums." All of the papers named recognized it as a great compliment, which shows what they think of the agency.—*Nicholasville (Ky.) Democrat*, Feb. 27, 1890.

After twenty-years' dealing with this firm we take pleasure in saying that we have always had the most agreeable relations with them. They have always complied with their contracts, and have been invariably prompt in making payments, a check for the amount due being sent on the same day that they received the bill. As to the prices which they pay for advertising space, that is simply a matter of contract between the firm and the newspapers, and it is entirely optional with the publishers whether they will accept or reject the terms offered. Geo. P. Rowell & Co. have a more thoroughly perfected system and better facilities for conducting the necessary negotiations with newspapers and watching the fulfillment of advertising contracts than has ever been attempted by any other house in this line in this or any other country.—*Shelby Sentinel, Shelbyville, Ky.*, Jan. 30, 1890.

At their advertising bureau, which was established in 1865, have originated most of the methods of conducting such a business, which have proved to be permanently successful.—*The Kentucky Register, Richmond, Ky.*, Jan. 31, 1890.

The oldest, best equipped and most favorably known of all the agencies.—*The Gazette, Mt. Sterling, Ky.*, Feb. 5, 1890.

The leading advertising agents of the country.—*The Democrat, Catlettsburg, Ky.*, Feb. 5, 1890.

The *Journal* has been doing business with that agency for years, and has always found them prompt to settle and fair in their business methods.—*The Daily Journal, Henderson, Ky.*, Feb. 28, 1890.

If every newspaper publisher in Kentucky will bend his energies to make his paper as newsworthy and valuable as to bring his people to believe that they cannot well do without it, just as soon as a good circulation is secured the wide-awake advertiser will seek it almost without the asking.—*Shelby News, Shelbyville, Ky.*, March 5, 1890.

Send thirty-cents for Newspaper Advertising, a two-hundred-page pamphlet, which every advertiser ought to have. Address

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING AGENTS,
10 Spruce St. New York.

American Newspaper
Directory

FOR

1890

IS

Now Ready.

BEAVER FALLS, Pa., March 20, 1890.

Geo. P. Rowell & Co.:

We inclose you a letter from C. I. Hood, which shows you the injustice your rating of our papers does us with advertisers. Our rating on both papers should be at least "11." TRIBUNE PRINTING CO.

OFFICE OF C. I. HOOD & CO.,
LOWELL, Mass., March 17, 1890.

Publisher Tribune, Beaver Falls, Pa.:

We have looked over the figures which you have made for the advertising, and would say that there is no difficulty in making figures amount to any sum one wants. The question is, what is the advertising worth to us? While the offer we made you might be low, yet, unless your paper has a much larger circulation than the DIRECTORY credits you with having, it was a fair offer for the service.

We would like to do business with you, and are willing to pay you all your paper is worth to us; if you have a larger circulation than Rowell credits you with having please say so and we will give credit to your statement. We believe that every paper should be open as regards its circulation and rates, and if so they would get more work than one which tries to cover up its circulation. C. I. HOOD & CO.

In order to have the circulation of a paper correctly reported in the AMERICAN NEWSPAPER DIRECTORY, all that a publisher has to do is to make a written statement of his actual issues in detail for a period of 3 months,

There have been instances where a publisher has asserted that although he furnished such a statement the DIRECTORY failed to rate his paper in accordance therewith. For the purpose of testing the sincerity of every such assertion, the DIRECTORY publishers offer to pay a reward of \$25 for each case which can be brought to their notice, where a true, detailed report, duly signed and dated, failed to be accepted and the paper rated in accordance.

THE AMERICAN NEWSPAPER DIRECTORY for 1890 is now ready: Price, Five Dollars.

GEO. P. ROWELL & CO.,
Publishers,
10 Spruce St., New York.



PRINTERS' INK

IS PRINTED WITH

WILSON'S INK.



*PRICE of this INK in QUAN-
TITY is as follows :*

Lots of	1 lb.,	75 cents.
" "	5 lbs.,	60 cents.
" "	10 lbs.,	50 cents.
" "	25 lbs.,	40 cents.
" "	50 lbs.,	35 cents.
" "	100 lbs.,	30 cents.



*This INK may be used on all
classes of paper for*

BOOK WORK.

*A TRIAL ORDER IS
SOLICITED.*

W. D. Wilson Printing Ink Co.,
(Limited.)

140 WILLIAM ST., N. Y.



"Purity—Strength—Perfection."

THE HOUSEWIFE

Absolutely the Best.

THE HOUSEWIFE

Subscription List, owing to very liberal advertising, will soon reach the 200,000 mark. Line rate will then be advanced to \$1.00. Send in your orders now and get the benefit of the present low scale of prices.

PRESENT ADVERTISING RATES.—Ordinary displayed advertisements,
80 cents per agate line.

DISCOUNTS.—3 months, or 100 lines, 5 per cent; 6 months, or 250 lines, 10 per cent.;
12 months, or 500 lines, 20 per cent.

COVER RATES.— $\frac{1}{4}$ page (170 lines), \$100.00; $\frac{1}{2}$ page (340 lines), \$175.00;
1 full page (680 lines) \$300.00.

COVER DISCOUNTS.—3 mos., 5 per cent; 6 mos., 10 per cent.; 12 mos., 20 per cent.
Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., . . . 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.

THE PHILADELPHIA ITEM.

ADMITTEDLY THE MOST PROSPEROUS EVENING NEWSPAPER
IN THE UNITED STATES.

"LET WORDS OF OTHERS TELL THE STORY."

DOES IT
PAY? ||

"BETTER THAN ANY DAILY IN THE
UNITED STATES."

THE PHILADELPHIA ITEM,

ESTABLISHED 42 YEARS.

A HOME OPINION.

302 N. 9th Street, Philadelphia, July 28, 1899.

R. C. BECKWITH, Esq., 49 Tribune Building, New York.

DEAR SIR: In reply to your inquiry of the 23d inst. as to our opinion of the PHILADELPHIA ITEM as an advertising medium, we beg to state that it pays us better than any daily newspaper in the United States. We only seek the best mediums, and are using many of the largest and so-called best, but none of them approach THE ITEM in actual results. If you would give us more such mediums at the same rates we would quadruple our contracts with you.

Very truly yours, MONTGOMERY & CO., Patent Medicines.

No guess-work about this! The Item PAYS! Advertisers KNOW it pays! and furthermore they know WHY it pays! Circulation tells! Over 164,000 copies Daily! 151,000 Sunday! 32,000 Weekly! Take any or all at 50c. a line each transient, or 25c. a line by the year. Reading notices 75c. to \$1.50 a line. Business notices 50c.

237 ANSWERS.

Philadelphia, Aug. 2, 1899.

My Dear ITEM: Yours is the BOSS paper. We have had 237 answers to our want ad. Please stop it at once and you will be blessed by

JOHN HINES, 40 N. 39th St., West Philadelphia.

THE BEST ADVERTISING MEDIUM:

THE ITEM

BETTER THAN ANY OTHER PHILADELPHIA PAPER, AND HE HAS
USED THEM ALL.

Office of WM. DREYDOPPEL, Manufacturer of Soap, Candles, Starch, Soda, etc. Proprietor of Dreydoppel's Borax Soap and Beeson's Medicinal Soaps. Agent for Enoch Morgan's Soap. No. 28 N. FRONT St., Philadelphia, January 2, 1899. Proprietors of THE ITEM—Respected Gentlemen: I was induced by you, a few months ago, to place an advertisement of DREYDOPPEL'S SOAP in THE ITEM. To use your own argument on that occasion, "Give THE ITEM a trial and you will find, with its large circulation, that it reaches and is read by more people than any other paper in the city." I hear more from and sell more DREYDOPPEL'S SOAP from my advertisement in THE ITEM than any other paper I have used, and I have used them all. Furthermore, I am personally told of it often by those who buy my soap now that they had read about DREYDOPPEL'S SOAP in your paper only. I am satisfied that the large circulation of THE ITEM is not a myth, and as an advertising medium is BEYOND COMPARISON, so far as the rest of the papers in Philadelphia are concerned.

(Signed),

WM. DREYDOPPEL, Practical Soap Maker and Chemist.

THE LEADING PHILADELPHIA DAILIES ENDORSE

THE ITEM

AS FOLLOWS:

"Its general prosperity, its large circulation, its opulent advertising prove how it has advanced in popular estimation."—*Phila. Ledger*, October 10, 1898.

"THE ITEM is probably the most successful newspaper in the whole country."—*Phila. Press*.

"Everything about it indicates a high degree of journalistic success."—*Phila. Times Record*.

"Its premises built by R. Hoe & Co. are the finest in the world, the cost of the big quadruple 'Geraldine' being \$60,000, and 'The Colonel' \$40,000."—*Phila. North American*.

S. C. BECKWITH,

Sole Agent Foreign Advertising,

48 Tribune Building, New York.

509 "The Rookery," Chicago.

This Means Business

One
Price
Advertising
Without Duplication
Of Circulation
HOME JOURNALS 15 BEST WEEKLIES
Every Week
Over 250,000 Copies
Religious Press
Association
Phila

You want to sell your goods. Who buys them? Who should buy them? If you have anything that respectable and prosperous people should buy, it will pay you to deal with us.

We can Sell for You

Anything of use for enjoyment, health, comfort, adornment, consumption or luxury, that appeals to worthy people, of large means or small. If you want to reach home people, you should talk with us. If you do not, you do not need us. If this is

A Good Thing for You

Write to us, or any responsible Advertising Agency, to get full particulars on these points :

- Papers of long standing and influence, whose readers believe in them.
- Papers of different denominations, each strong in its own field.
- Papers that reach more than **260,000 families** every week.
- Papers for which there is a fixed rate, and that is a low one.
- Papers that have paid other advertisers, and will pay you, if rightly used.

The Religious Press Association,
Chestnut and Tenth Streets,
(Mutual Life Building.) PHILADELPHIA, PA.

The Sunday School Times.
PHILADELPHIA.
The Presbyterian.
The Lutheran Observer.
The National Baptist.
The Christian Standard.
The Presbyterian Journal.
The Ref'd Church Messenger.
The Episcopal Recorder.
The Christian Instructor.
The Christian Statesman.
The Christian Recorder.
The Lutheran.
BALTIMORE.
The Baltimore Baptist.
The Episcopal Methodist.
The Presbyterian Observer.

To Reach 40,000 Shoe and Leather Men.

The Shoe and Leather Reporter Annual, for 1890, contains a list of the tanners, boot and shoe manufacturers, dealers in boots and shoes, leather and findings, hides, skins and wool, and shoe machinery in the United States and Canada, carefully estimated at 39,780 names.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of April 2, 9, 16, 23 or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23; and to the remainder, April 30.

The fact that many of these business men are believers in advertising as a means of increasing the sales of the goods that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers.

An advertisement setting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of PRINTERS' INK, should and probably would attract favorable notice from those into whose hands the paper comes.

Orders for advertising in PRINTERS' INK are solicited.

The advertising rates are as follows: Advertisements (agate measure), 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or last page, \$100. Second page, next to the last page, or page first following reading matter, \$75.

Every edition of PRINTERS' INK issued in 1890 has exceeded twenty thousand copies.

A full-page advertisement will be inserted in all the special issues from April 2d to April 30th, inclusive, for \$250, or a two-line special notice will be inserted in all the issues (5 in number) for \$2.50. More space pro-rata. The cost of addressing a postal card to all of these Shoe & Leather men would be more than \$400.

Copy for advertisements to appear in any issue must reach the office of PRINTERS' INK one week before the day of publication.

TO REACH THE SCHOOLS AND COLLEGES OF AMERICA.

The American College and School Directory for 1890 contains a list of Colleges, Seminaries, Academies and other educational institutions, and the names and addresses of the Principals; also a list of the various Schools of Science, Theology, Law and Medicine. A careful estimate places the number of names in the Directory at 7,609.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of May 7, will be sent to every institution named in this list.

The Principals of many of these Schools and Colleges find in newspaper advertising the best and cheapest means of informing the public of the advantages of their respective establishments. This class of advertising generally commences during the month of May—and this special issue of PRINTERS' INK will reach these advertisers about the time when they are deciding which mediums to use.

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.



BOSTON HERALD, Boston.

Daily, 133,000; Sunday, 105,000.

OMAHA BEE, Omaha, Neb.

Daily, 20,000; Sunday, 21,000; Weekly, 42,000.

PIONEER PRESS, St. Paul, Minn.

Daily, 20,000; Sunday, 22,000; Weekly, 20,000.

KANSAS CITY STAR, Kansas City, Mo.

Daily, 40,000.

BUFFALO TIMES, Buffalo, N. Y.

Daily, 33,000; Sunday, 25,000.

TOLEDO BLADE, Toledo, Ohio.

Daily, 12,000; Weekly, 110,000.

DEMOCRAT and CHRONICLE, Rochester.

Daily, 15,250; Sunday, 15,000; Weekly, 10,000.

A. FRANK RICHARDSON,

GENERAL SPECIAL AGENT,

13, 14 and 15 Tribune Building, N. Y.

EIGHT MILLION READERS,

— AMONG —

The Better Classes of the Rural Masses.

THE GREAT LEADERS OF THE LEADERS,

ALLEN'S LISTS.

95 per cent. of the circulation of the periodicals of Allen's Lists is in the rural districts among the better classes of the masses. These periodicals are of mature age, are solidly established and are strong; they are subscribed for and are paid for by the intelligent classes of the masses because they fill a real want; they are not thrown together nor thrown around, but are ably edited, have an able corps of regular paid contributors, are handsomely illustrated and printed, and then go by mail direct into homes, in every State and Territory.

EIGHT MILLION READERS,

— OR —

One-Fifth of the Entire Rural Population of the United States.

THUS, Circulation each month, over..... **1,000,000** Copies.
The borrowing demand in the rural districts for such standard periodicals is great, and each month is believed to exceed..... **250,000** Copies.

Total number of families reached each month, over..... **1,250,000**
A small fraction over six to a family, gives **8,000,000** readers; the families average larger in country than elsewhere. About 40,000,000 people, or something over 6,000,000 families live in country districts; it will be seen that the periodicals of ALLEN'S LISTS reach one-fifth of them.

Admittance of Circulation of all Issues Furnished Each Advertiser Monthly.

Any other Reasonable Proof of Circulation Cheerfully Furnished any Advertiser Whenever Requested.

I not only guarantee **ONE MILLION** circulation each issue, but I always prove it.

Should Less than ONE MILLION be Printed and Circulated of any Issue, of the Periodicals of ALLEN'S LISTS, I Will Make a Discount in Exact Proportion, to Each Advertiser.

My Claim to Patronage: HIGH QUALITY. HONEST COUNT.
RESULTS TO THE ADVERTISER.
Shrewd Advertisers Boom Business in May and June.

You will find all the shrewd advertisers booming business, through ALLEN'S LISTS, in May and June issues; they don't leave off in the middle of the season, thereby making little or no profit. Furthermore, shrewd advertisers will tell you that while they drop out of nearly all papers and periodicals in July and August, still they stay in ALLEN'S LISTS, even then, for the reasons that these lists are strong enough to pay, all the year round—in season and out of season.

Glowing Testimony from Hundreds of Advertisers, to the Effect that ALLEN'S LISTS are the Very Best General Advertising Medium in the World, is in my Letter Files and Can be Seen at my Office.

The following is copied from a statement of **GEORGE P. ROWELL & CO., ADVERTISING AGENTS, 10 Spruce St., New York:**

"ALLEN'S LISTS—\$5.40 per agate line for over one million monthly circulation, 95 per cent. of which reaches rural homes. Can any general advertiser whose goods are in demand, or who wishes to create a demand from the masses, of the country districts, of the United States, afford to remain unrepresented in these monthlies? These monthly periodicals reach all parts of every State and Territory. In making application for an estimate of the cost of advertising in a choice selection of monthly publications, Dr J. B. Coblenz, of Fort Wayne, Ind., writes: 'Now get me something that beats ALLEN'S LISTS; it is a dandy.' Allen's Lists are so frequently referred to by advertisers as producing large results, that it would seem proper that the attention of the readers of PRINTERS' INK should be called to them. Address **GEORGE P. ROWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York.**"

THE BIRD CARD WORKS, Meriden, write: "We consider ALLEN'S LISTS the best advertising medium in this country to-day."

STANLEY DAY, Advertising Expert, Equitable Building, New York, writes: "Good wine needs no bush, and if I did not have the highest opinion of your mediums for advertising purposes, they would not lead and head the combination list of miscellaneous publications in my guide."

G. D. NICHOLS & CO., Corset Manufacturers, 46 West 14th St., New York City, state: "Result from an ad. in ALLEN'S LISTS, and what was supposed to be seven million other circulation—ALLEN'S LISTS gave greater results than five million of that circulation. We might add that we have received more satisfaction from your lists for money expended than from any other medium we have ever used, and we believe we have used every paper and magazine, of any importance, in the United States."

LOVEL WASHER CO., Manufacturers of Washing Machines and Wringers, Erie, Pa., show an average business of eighty dollars a day from a small standing ad. in ALLEN'S LISTS—reinforced occasionally by an ad. of from thirty to fifty lines.

Hundreds of Other Advertisers in all Lines of Business Testify in the Same Strain.

Advertising rate, \$5.40 per agate line each insertion. Forms close the 18th of each month, prior to date of periodicals.

E. C. ALLEN, PROPRIETOR OF ALLEN'S LISTS, AUGUSTA, ME.

AMERICAN NEWSPAPER DIRECTORY

FOR

1890

NOW READY,
TWENTY - SECOND ANNUAL VOLUME.

PRICE, FIVE DOLLARS.

COMMENDATIONS.

We could not do without it.—*Fleming Bros.*

We find the book invaluable.—*Dundas Dick.*

We like it as a book for reference very much.—*Pond's Extract Co.*

A valuable adjunct to an advertiser's desk.—*Meyer Bros. & Co.*

As near perfect as such a work can be made.—*I. S. Johnson & Co.*

The most excellent Newspaper Directory —*Billings, Clapp & Co.*

Believe it to be the best work of the kind extant.

—*Semple & Birge Manufacturing Co.*

Complete and full in every important particular.—*P. Lorillard & Co.*

A very complete and valuable work for advertisers.

—*National Publishing Co.*

An invaluable book, and superior to any published.

—*The Dr. Harter Medicine Co.*

Complete in all its details.—*Mason & Hamlin.*

For several years we have used and relied upon it exclusively.

—*P. H. Drake & Co.*

Everything pertaining to the book rings of good, honest material.

—*Dr. David Kennedy.*

It is to the judicious advertiser what the dispensary is to the careful druggist.—*Weeks & Potter.*

During our busy season your DIRECTORY is in constant use, and a great benefit to us.—*James Vick.*

I always quote it as the very best authority. In fact, there is no other.

—*C. J. Wheeler (Advertising Agent).*

(See next page.)

We cannot conduct our business intelligently and successfully without the information it contains.—*P. W. Zeigler & Co.*

It has been our principal guide in the expenditure of nearly five hundred thousand dollars for advertising.—*E. C. Allen & Co., Augusta, Maine.*

We use your book entirely in making up lists, and consider it the only thing of the kind extant having any value.—*W. C. Davis & Co.*

A monument of painstaking and honest enterprise, * * * the only original and most complete and correct of its kind in the world.—*J. A. Cooper, Principal State Normal School, Edenboro, Pa.*

I desire to express to you my high appreciation of your AMERICAN NEWSPAPER DIRECTORY. Although I frequently find it for my interest to patronise different advertising agencies, yourselves among others, yet, as you are aware, I do a large part of my advertising business by direct dealings with the publishers. This I could hardly do, otherwise than through traveling agents, were it not for the important information furnished by your DIRECTORY.—*R. V. Pierce.*

Is certainly a very useful and convenient book of reference for all advertisers, and one which we have found to be very reliable as regards circulation and standing of the papers represented in its pages.—*World's Dispensary and Invalids' Hotel, Buffalo, N. Y., June 17, 1886.*

An old "stand-by" with us. It is a book for daily reference in our advertising department.—*Dr. R. V. Pierce, Buffalo, N. Y., May 4, '87.*

We should hardly know how to keep house without the AMERICAN NEWSPAPER DIRECTORY.—*R. V. Pierce, Pres. World's Dispensary Med. Ass'n, April 22, '89.*

Of great use to us in our advertising department.—*J. H. Schenck & Son.*

It is a valuable book, and should be in the hands of every firm who advertises or contemplates doing so.—*Hostetter & Smith, June 9th, 1886.*

We keep it on the desk as a ready reference.—*Hostetter & Smith.*

I do not see how it can be improved.—*S. M. Pettingill & Co.*

It is a perfect marvel in its way, and a model Newspaper Directory. No one has yet approached it in its typography or the correctness of detail.—*S. M. Pettingill, May 12th, 1886.*

As full of information necessary to an advertiser as a nut is full of meat, and we couldn't do without it.—*Seth W. Fowle & Sons, Boston, Mass., April 26, '88.*

Most reliable. Has always been our standard authority for circulation or other information. We cannot get along without it.—*Seth W. Fowle & Sons.*

It is impossible for an extensive advertiser to find so complete and reliable information regarding the newspapers in any other publication. We have always considered the DIRECTORY one of our best friends, and we congratulate you upon the perfection reached in this year's issue.—*C. I. Hood & Co., Lowell, Mass., June 7, '86.*

We find your DIRECTORY of great value to us in our extensive advertising business. The many points it covers makes it indispensable to the advertiser who seeks the best information regarding the medium he wants to use and the location in which they are published.—*C. I. Hood & Co., Lowell, Mass., May 5th, '87.*

It does great credit to your enterprise, judgment and taste.

—*Prof. John B. Minor, Univ. of Virginia, June 7th, 1886.*

Absolutely indispensable to every advertiser.

—*John House & Co., Columbus Junction, Ia.*

A book which we have found exceedingly useful, as we have done a good deal of advertising.—*A. J. Johnson & Co., Publishers, 11 Great Jones St., N. Y. City.*

We consider it far superior to any Directory we have ever examined.

—*B. F. Johnson & Co., Richmond, Va., April 18, '89.*

With me your DIRECTORY is in almost constant use.

—*D. Kimball, Downer's Grove, Ill., Nov. 26.*

When we want to ascertain the circulation of newspapers, we always look to this book. It tells the truth without fear or favor.—*John McAtwin, Lowell, Mass., May 26, '88.*

I honestly believe the ratings to be the nearest correct of any book I ever saw.—*"Ohio Farmer," Cleveland, O., May 20, '87.*

We use your DIRECTORY exclusively.

—*Pope Mfg. Co., Boston, Mass., April 14, '88.*

No one disputes but that it is an excellent book for large advertisers.

—*Port Chester, N. Y., "Enterprise," Feb. 12, '90.*

We find it about as valuable as a deaf man does an ear-trumpet.

—*James Pyle & Sons, New York, Feb. 15, '90.*

Out of the many advertising pamphlets, rate books, directories, etc., that come to me, yours is the only one that furnishes the desired information.—*Geo. Stinson & Co., Portland, Me., May 4, '87.*

I could not get along without it in my business.—*Samson's Newspaper Subscription Agency, Boston, Mass., April 14, '88.*

The best thing of its kind in the world.

—*Turners Falls (Mass.) "Reporter," Feb. 11, '90.*

Your valuable DIRECTORY.

—*John I. Brown & Sons, Boston, Mass., June 7th, 1886.*

The most conservative and authoritative publication of newspaper statistics.—*"Boston Post" (circular), Boston, Mass., Oct. 1, '89.*

As an advertiser I consult it with entire confidence, assured as I am of its general reliability.—*L. hos. Tresilian, Treasurer of Kurica Company, Beverly, Mass., June 19, '86.*

We find it a great help to us in determining upon our advertising.—*O. Merrill, Manager Dr. B. I. Kendall Co., Enosburgh Falls, Vt., April 24th, 1889.*

It seems to me that no American citizen can look with stolid indifference upon this wonderful volume.—*Franklin Putnam, N. Y. City, May 15th, 1886.*

It may come appropriately into place here to state that we use your DIRECTORY exclusively, and have great confidence in its reliability. In fact it is indispensable to the advertising department of our business.—*Pope Mfg. Co., Boston, Mass., June 7th, 1886.*

It is a monument to your patience and industry.—*Charles R. Skinner, Deputy State Supt. of Public Instruction, Albany, N. Y., 6, 18, '86.*

We could not well do without it as a reference book.

—*Wells & Richardson Co., Burlington, Vt., June 14, 1886.*

In our humble judgment, it is the most complete Newspaper Directory ever published.—*Journal, Bentonville, Ark., June 8th, 1886.*

Cheerfully add our mite of praise to its elegant make-up and exhaustive information.—*Journal, Detroit, Mich., April 24, '89.*

The AMERICAN NEWSPAPER DIRECTORY will be sent to any address, carriage paid, on receipt of price, Five Dollars. Address

GEO. P. ROWELL & CO., Publishers,
10 SPRUCE ST., NEW YORK.

£££ The subscription price is five dollars: which includes, in addition to the book, a paid subscription for one year for PRINTERS' INK, which is published weekly, and contains, in almost every issue, information needed to bring the Directory reports down to date.

Miscellanies.

THE BUSY SHEARS.

The sharper shears the farmer
And the farmer shears his sheep;
The rich man shears the coupons
That have ripened in his sleep;
The editor shears the exchanges,
Getting various kinds of stuff;
The barber shears the reporter
And the reporter shears his cuff.

—*Old City Blizard.*

She—Where do most of your poems appear?

He—In the waste-basket.—*Judge.*

The Proper Environments—Omaha Editor—Have the janitor send up 1,000 pounds of ice, two gallons of ice-cream and a barrel of iced tea. Then when that arrives I want you to be here and fan me.

Office boy—You're not feeling badly, are you?

Editor—No, but I'm going to write an editorial setting forth Omaha's advantages as a summer resort.—*Omaha World.*

There was a Quaker in New York, Solomon by name, who was induced by an agent of a newspaper to advertise his "Mammoth Catalogue" one Sunday, when an edition of over 100,000 copies was promised. Calling a few days after to ask for a renewal of the card, he met the infuriated Quaker, who declared that he had been swindled. Asking if the returns had not been satisfactory, the shop-keeper became still more incensed.

"You tell me that you print 100,000 babers, but I had only received 2,763 answers already yet."—*Art in Advertising.*

The editor wrote it—"While this cold weather lasts, be mindful of others poorer than yourself. Turn not away in silence from the appeal for charity. Give the applicant something, if only some kindly word." The intelligent compositor made the last clause: "if only some kindling wood," and he builded better than he knew.—*Lowell Courier.*

Editor Hopkins, of the *Au Sable Times*, has been made happy by a gift of two boiled shirts unlaundried. He notifies the public that if somebody sends him a suit of spring clothes he will be able to appear in society again.—*Detroit Journal.*

"Mr. Penny," said the editor, gently, but firmly, "I fear the time has come to sever the relations which have so long existed between us. I have allowed you to rhyme 'pain' with 'again' and 'door' with 'moor,' but when you go so far as to try to make a rhyme of 'peaches,' and 'the aches' you are several chips over the limit. You will find your check in the counting room."—*Terre Haute Express.*

Mr. Awger (looking over editor's shoulder as he clips an article from an exchange)—Does that require much intellect?

Editor—None whatever; why, I believe even you could do it.—*Munsey's Weekly.*

Snipper—Do you believe you could tell diamond from paste?

Shears (an editor)—Yes. I can tell paste wherever I see it.—*Lowell Citizen.*

"Is she not passing fair?" remarked our humorous editor in the street car, as the girl on his left handed him five cents to put in the box.—*Yale Record.*

The fashion editor of a frontier paper, about the time of an Indian scare, said he was sorry to observe that whoops were coming in again.—*Texas Sittings.*

Night Editor (roaring furiously through speaking tube)—It's 3 o'clock! Why don't you go to press? What are you waiting for?

Foreman (with equal fury)—The dash blank regular daily dispatch about the sale of the A lam Forepaugh circus hasn't come yet!—*Chicago Times.*

Physician—My dear sir, you need sleep. Tell me, do you sleep well at night?

Patient—Doctor, I have not had a night's sleep for eleven years!

Physician—Why, it's a wonder you are not dead or insane? Does it interfere with your business?

Patient—No, doctor, not a bit.

"Indeed? What is your occupation, may I ask?"

"I am editor of a morning paper."

Doctor leaves in disgust.—*Lawrence American.*

Managing Editor enters a humorist's room. Humorist, shoving back his chair, says:

"I was just thinking what a great difference there is between humorists."

"Yes," the managing editor replies, "quite a difference."

"Now," the humorist continues, "Artemus Ward used to chuckle, yes, even laugh, over his own jokes. I am of a different temperament. I never laugh at my jokes."

"Neither does any one else," says the managing editor.—*Arkansas Traveler.*

Proof-reader—Another blunder in the "Church Services." Siag Ten will have to be fired. He makes it "dose open at half-past seven."—*Pittsburg Bulletin.*

Advance pledges by lovers, politicians and journalists amount to nothing.—*Brooklyn Chat.*

A speculative head-line—Sumway (with newspaper in his hand): Here are some paragraphs headed "Police Intelligence."

Gazzam—I didn't know they had any.—*Ex.*

First Editor (after reading a windy contribution)—Pretty fruitless.

Second Editor—Yes, nothing but leaves!—*Yale Record.*

Poet—Here is a little sonnet which I should like to get printed.

Editor—The job printing office is next door, sir.—*Cleveland Treen Topics.*

Mr. Benedict Young—Do you know that, when I was getting the baby to sleep last night, I composed a poem?

Mrs. Benedict Young—Why, how could you, when you were swearing dreadfully all the time?

Mr. Benedict Young—It was the poem you heard, my dear. It's in blank verse.—*Town Topics.*